

5.0 Environmental Impact Analysis

The following analyses address the potential environmental impacts that may occur as a result of project implementation. Issue areas subject to detailed analysis include those that were identified by the City of Chula Vista as potentially causing significant environmental impacts, and issues which were identified in the initial study and in response to the Notice of Preparation and scoping meeting as having potentially significant impacts. The analysis presented in this section of the EIR identifies potential impacts associated with the project, and develops appropriate mitigation, where possible, for impacts that have been determined to be significant. Each issue section below is formatted to summarize the existing conditions, list the criteria for the determination of significance, analyze any potential impacts, list any required mitigation measures, and summarize the level of significance after mitigation.

For the purposes of CEQA analysis, the UCSP Subdistricts Area is considered the proposed project area. The UCSP Subdistricts Area was a focus of the GPU's "Areas of Change," for which the UCSP proposes new zoning, development standards, and design guidelines to accommodate the anticipated revitalization envisioned in the GPU. The regulatory provisions of the UCSP apply only to the UCSP Subdistricts Area and not to the larger 1700-acre Study Area which surrounds the Subdistricts Area. The following environmental impact analyses focus on the potential environmental effects that would arise within and adjacent to the UCSP Subdistricts Area as a result of redevelopment and new infill development pursuant to the UCSP regulatory provisions. Potential environmental effects are also analyzed for the limited provisions of the UCSP that apply to or affect the broader area surrounding the UCSP, within the UCSP Study Area.

5.1 Land Use

Consideration of land use effects fall into two main areas: (1) conformance to, or conflict with established plans, policies, and regulations; and (2) effects on established communities. There are numerous issues associated with land use decisions such as aesthetics, noise, and resource conservation. These issues are addressed in their respective topical discussions.

5.1.1 Existing Conditions

5.1.1.1 Land Use Characteristics

The approximately 690 gross acre Subdistricts Area is primarily comprised of commercial corridors along Broadway, H Street, Third Avenue, and E Street with

residential areas concentrated west of Broadway. The area within the Study Area surrounding the Subdistricts Area consists of single-family homes with some multi-family residences which are, for the most part, stable residential neighborhoods. Figure 5.1-1 provides a reference map showing streets and prominent features in the area. The UCSP Subdistricts Area has three major commercial streets that offer distinct types of shopping: (1) Broadway's auto-oriented commercial strip malls, auto repair and service uses, and lodging; (2) H Street's Chula Vista Center (regional shopping mall); and (3) Downtown Third Avenue's pedestrian-oriented specialty shops, restaurants, and small businesses that primarily serve local residents.

Civic and institutional uses within the Subdistricts Area include the City's civic center, central library, police headquarters, and the South County Regional Government Center which are located in the northeastern portion of the Subdistricts Area along Third and Fourth Avenues. Other community uses within the Subdistricts Area include two urban-style passive parks located between Third and Fourth Avenues north of G Street and the Feaster Elementary School north of E Street, west of Broadway. Two additional elementary schools, one junior high school, and one high school occur in the area surrounding the Subdistricts Area, within the UCSP Study Area.

A variety of housing types are located in the Subdistricts Area, including single-family detached, single-family attached, multi-family apartments and condominiums, and mobile homes. Only a very small portion of the Subdistricts Area is occupied by single-family attached and detached homes and condominiums. A moderately larger quantity of duplexes occur, while the main housing type represented in the Subdistricts Area is multi-family apartments. Mobile home parks occupy moderately large tracts of land in the western portion of the Subdistricts Area, just east of Interstate 5. Most of the residential neighborhoods in the Subdistricts Area are in transition from lower to higher intensity uses, adding multi-family housing in accordance with allowable land use designations or upgrading the existing housing.

Despite having many unique and attractive characteristics, some neighborhoods have experienced decline over the years and blighted commercial and residential areas have been targeted for revitalization through a number of City redevelopment plans.

5.1.1.2 Local Regulatory Plans and Policies

Several relevant planning documents address land use in the Subdistricts Area. These include the City's General Plan Update ("GPU"), the City of Chula Vista Municipal Code - Zoning, the Town Center I Redevelopment Plan, the Merged Redevelopment Plan, the Broadway Revitalization Strategy, and the Historic Preservation Strategic Plan. The regulatory plans and policies discussed in this section are incorporated by reference pursuant to CEQA Guidelines Section 15150 and are available for review at the City of

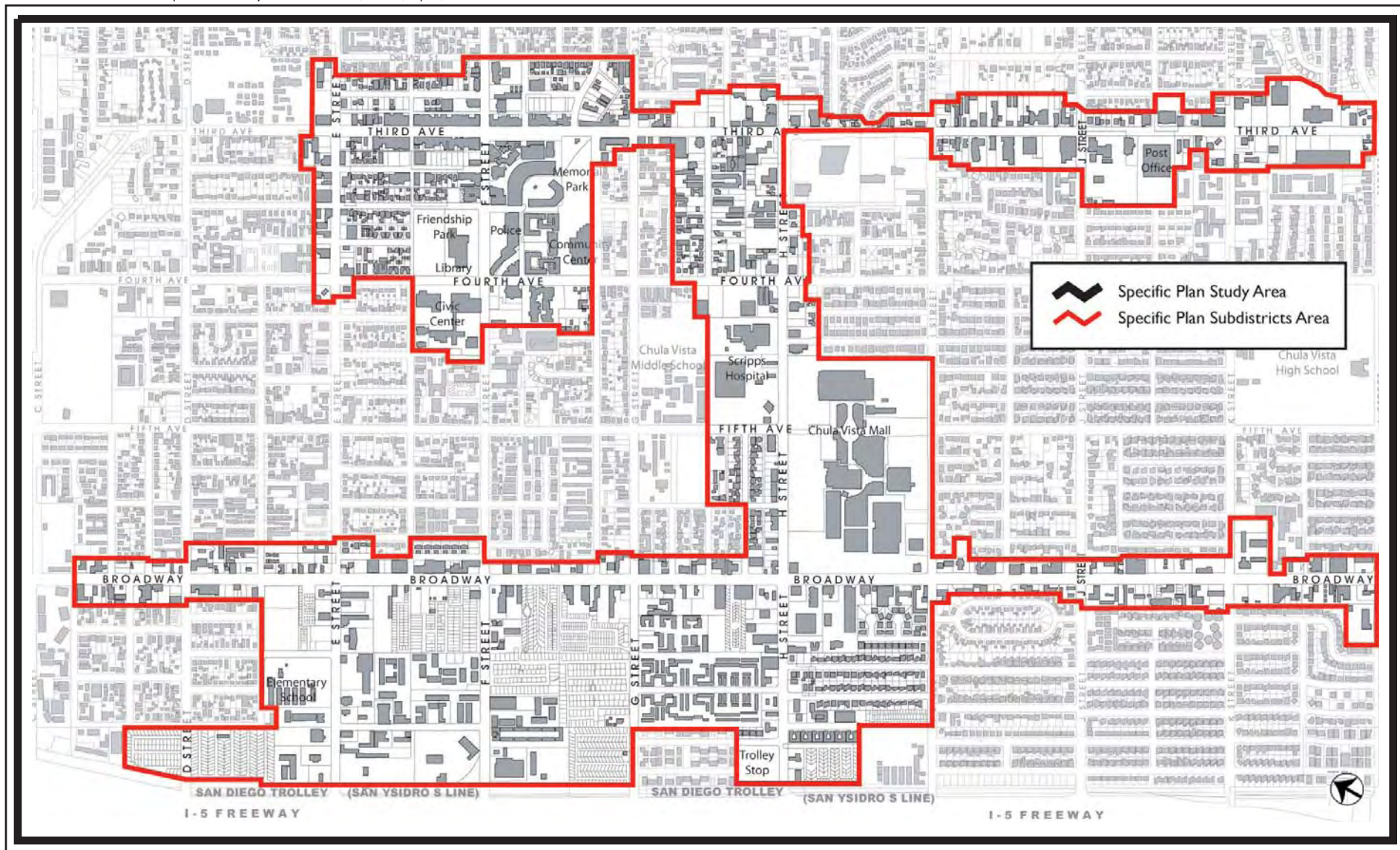


FIGURE 5.1-1
UCSP Subdistricts Area

Chula Vista Planning and Building, and Community Development Departments at 276 Fourth Avenue.

a. Chula Vista General Plan Update

The Chula Vista General Plan is a comprehensive long-term plan that defines the framework by which the City's physical and economic resources are to be managed and used in the future. The General Plan was updated in 2005, with new goals, policies, and actions designed to implement the community's vision for the City through year 2030. Whereas a previous 1989 General Plan update focused on the newly annexed and developing eastern portions of the City, the 2005 update instead applied key principles of smart growth by focusing planning efforts on the City's currently developed areas. The GPU is the constitution for all future development; therefore, any decision by the City affecting land use and development must be consistent with the GPU. The area defined in the GPU as the Urban Core Subarea of the Northwest Planning Area corresponds with the UCSP Study Area boundary. The GPU Urban Core Subarea is further divided into five planning units: the Downtown Third Avenue District, H Street Corridor District, Mid-Third Avenue District, Mid-Broadway District and Interstate 5 Corridor. These five GPU districts correspond to the UCSP Subdistricts Area. Table 5.1-1 correlates the 26 UCSP subdistricts with the corresponding five GPU districts.

The GPU land use designations for the UCSP Subdistricts Area are shown in Figure 5.1-2. The GPU Land Use Map designates the five districts for primarily mixed-use commercial, mixed-use, and urban core residential uses at buildout under the GPU. The multi-family residential units are proposed in locations where new growth or redevelopment can be accommodated to: create mixed-use urban environments that are oriented to transit and pedestrian activity; allow residential uses in more readily accessible areas along the downtown segments of Third Avenue and E Street in the vicinity of Third and Fourth Avenues; and to allow increased residential and transit-oriented uses in the vicinity of major transit corridors. The GPU land uses within these districts provide a diverse mix of uses in the urban core to facilitate revitalization and are described below.

Chapter 11 (General Plan Implementation) of the GPU identifies the UCSP as a required element to implement the new land use designations, objectives and policies identified for the urban core and specifically referenced in the Northwest Planning Area. The Northwest Planning Area identifies on Figure 5-28 – 5-35 the “Areas of Change” designated for land use change under the GPU. These “Areas of Change” are thus the subject of zoning changes in the UCSP.

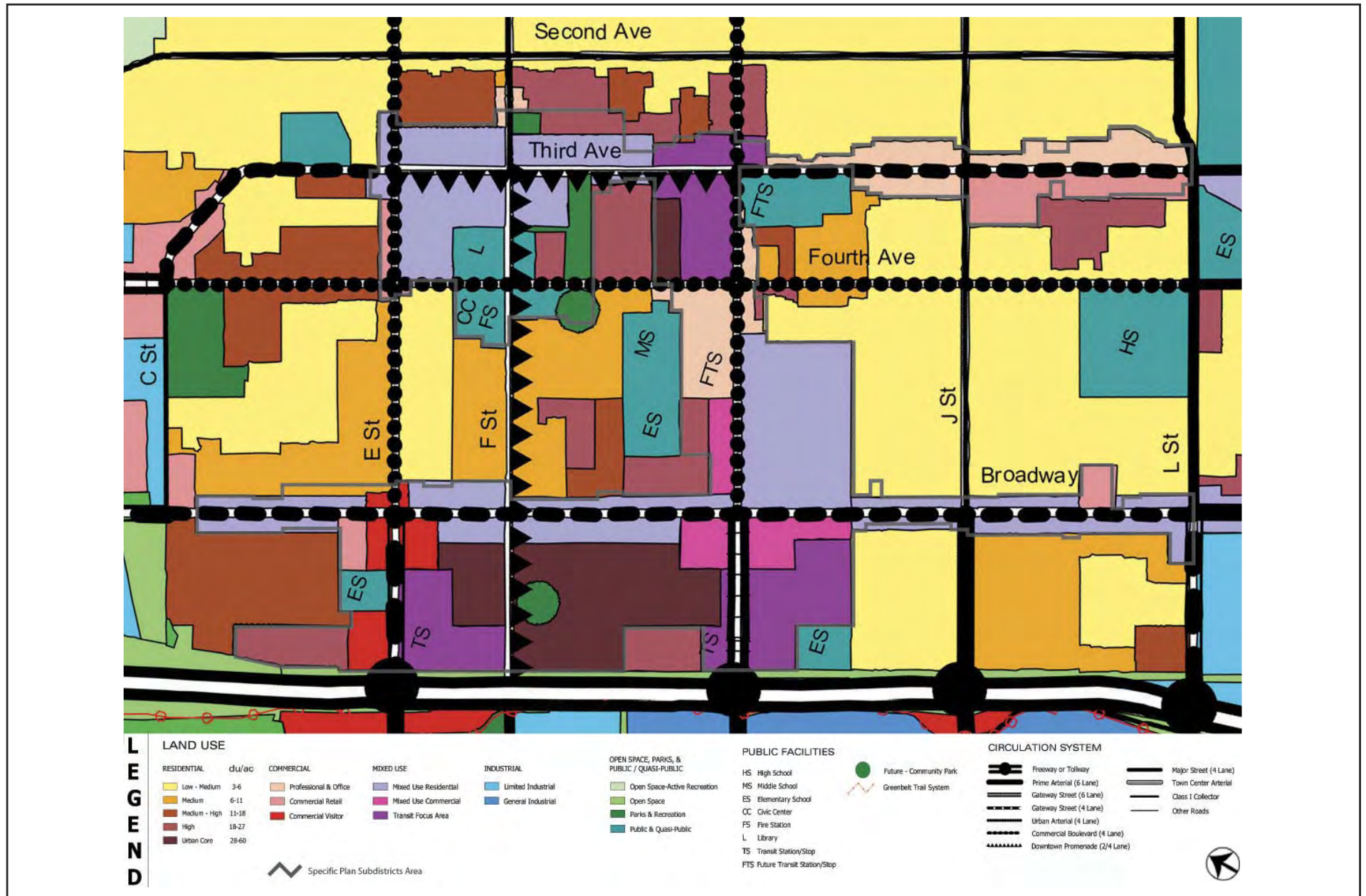


FIGURE 5.1-2
General Plan Update Land Use Designations for the UCSP

**TABLE 5.1-1
UCSP SUBDISTRICTS AND CORRESPONDING
GENERAL PLAN UPDATE DISTRICTS**

UCSP District	UCSP Subdistrict	General Plan Update District
Urban Core	UC-1, St. Rose	H Street Corridor
	UC-2, Gateway	
	UC-3, Roosevelt	
	UC-4, Hospital	
	UC-5, Soho	
	UC-6, Chula Vista Center Residential	
	UC-7, Chula Vista Center	
	UC-8, Otis	
	UC-9, Mid H Street	
	UC-10, Chula Vista Center West	Interstate 5 Corridor
	UC-11, Chula Vista Center West Residential	
	UC-12, H Street Trolley	
	UC-13, Mid Broadway	
	UC-14, Harborview	
	UC-15, E Street Trolley	
	UC-16, Broadway Hospitality	
	UC-17, Harborview North	
	UC-18, E Street Gateway	
	UC-19, Feaster School	
Village	V-1, East Village	Downtown Third Avenue
	V-2, Village	
	V-3, West Village	
	V-4, Civic Center	
Corridors	C-1, Third Avenue South	Mid Third Avenue
	C-2, Broadway South	Mid Broadway
	C-3, Broadway North	Interstate 5 Corridor

Downtown Third Avenue District

The traditional Third Avenue business district consisting of shops and offices and wide sidewalks along Third Avenue, as well as smaller residential housing units in surrounding streets characterizes the Downtown Third Avenue District. The GPU designates mixed-use with residential units along Third Avenue between E Street and H Street within the Downtown Third Avenue District. Buildings along Third Avenue's immediate street frontage would be predominantly low-rise to maintain the traditional character, while the mid-rise apartments and condominiums behind them would be stepped back from the façade. East of Third Avenue, building heights would be stepped down to visually blend with the adjacent existing residential neighborhood.

H Street Corridor District

The H Street Corridor District includes the Chula Vista Center shopping mall, medical facilities, South County Regional Complex, offices, commercial businesses, and some residential. The GPU designates mixed-use development with offices, shopping, and multi-family housing in a high-intensity, mid-rise transit-oriented development.

A Mixed-Use Transit Focus Area designation for the Third Avenue/H Street transit station includes a mix of office, retail, and residential densities planned for a gross density of up to 60 dwelling units per acre. Building heights for this district are allowed to be primarily mid-rise between Third and Fourth Avenues. The area to the north of the Transit Focus Area is designated for Urban Core residential with a gross density of 40 dwelling units per acre. This area provides a transition to the existing higher density residential area immediately north. Areas south of H Street are designated for mixed-use commercial and office uses.

Interstate 5 Corridor District

The Interstate 5 Corridor District is characterized by low-rise multi-family housing extending from C to I Streets; mobile home parks between F and G Streets; three roadway connections to the Bayfront (E, F, and H Streets); a lack of accessible park facilities; and poor pedestrian connectivity crossing I-5 to the Bayfront or to Broadway. The GPU designates a mixed-use district, with high density mixed-use residential within a quarter mile of the E and H Street trolley stations; increased commercial, some multi-family housing on Broadway; and visitor-serving uses in select areas. Residential areas west of Broadway are planned for higher density residential due to their proximity to excellent transit services. A pedestrian-oriented F Street Promenade is proposed to link the district to the Bayfront and to the Downtown Third Avenue District. Building form within this district would include low-, mid-, and high-rise buildings, with high-rise building restricted to the Mixed Use Transit Focus Areas.

The Mixed-Use Transit Focus Areas are centered around the E and H Street Trolley Stations and are proposed to function as major transportation corridors with high-intensity transit focus mixed-uses, including higher density residential units, offices, and ground floor retail. Future development in these areas would include mid- to high-rise building. Land uses surrounding these areas include visitor-serving uses, office buildings, and Urban Core multi-family residential.

The Mixed Use Transit Focus Area designation is intended only for areas within approximately ¼ mile of existing and planned transit stations, and is intended for the highest intensity mixed use residential environment. This designation allows a mix of residential, office, and retail uses in an area that is pedestrian friendly, and has a strong linkage to provision of transit. Proposed structures exceeding 84 feet within the Mixed

Use transit Focus Area must be approved before receipt of development permit (GPU LUT 2.4).

Mid-Broadway District

The existing Mid-Broadway District consists mainly of retail establishments. The GPU designates the Mid-Broadway District for mixed-use, with primarily local-serving ground floor retail and higher density residential units. Building form for the Mid-Broadway District would be primarily low-rise, with some mid-rise buildings.

Mid-Third Avenue District

The Mid-Third Avenue District consists primarily of professional offices north of J Street and a mix of retail and professional offices south of J Street. The GPU designates the Mid-Third Avenue District with primarily office uses, some housing between I and J Streets, and segregated retail and office uses between J and L Streets. Land uses on the west side of Third Avenue, south of J Street, would provide local retail services for adjoining residential neighborhoods, while the east side of Third Avenue would consist of offices. Building form for the Mid-Third Avenue District would be primarily low-rise, with some mid-rise buildings.

The GPU contains specific objectives and policies to preserve the character and retain the quality of the adjacent existing, residential neighborhoods within each of the Urban Core districts. The Land Use and Transportation Element (LUT) of the GPU contains 92 objectives that address actions affecting land use and community character. Of these, 31 general objectives apply throughout the GPU area and 15 objectives apply specifically to the Northwest Planning Area, which includes the UCSP area. An analysis of the UCSP and the objectives and policies of the General Plan is provided in Section 5.1.3.

b. Chula Vista Municipal Code (Title 19, Zoning and Specific Plans)

Title 19 of the City of Chula Vista Municipal Code (Zoning Code) includes descriptions and allowed uses for each of the City's zone classifications. Zone classifications provide for residential, commercial, industrial, and open space uses in conformance to General Plan land use designations as required by law. The Chula Vista Municipal Code Section 19.06.030 requires the implementation of the City's General Plan through adoption of specific plans or other zoning ordinances. The existing zoning for areas within the urban core was established 30 years ago and reflects traditional Euclidian zoning. These zones are shown in Figure 5.1-3 and detailed in Table 5.1-2 which provides the existing zoning by Subdistrict within the UCSP. The existing zones are not consistent with the new land use designations of the GPU, and thus are the subject of rezoning in the UCSP.

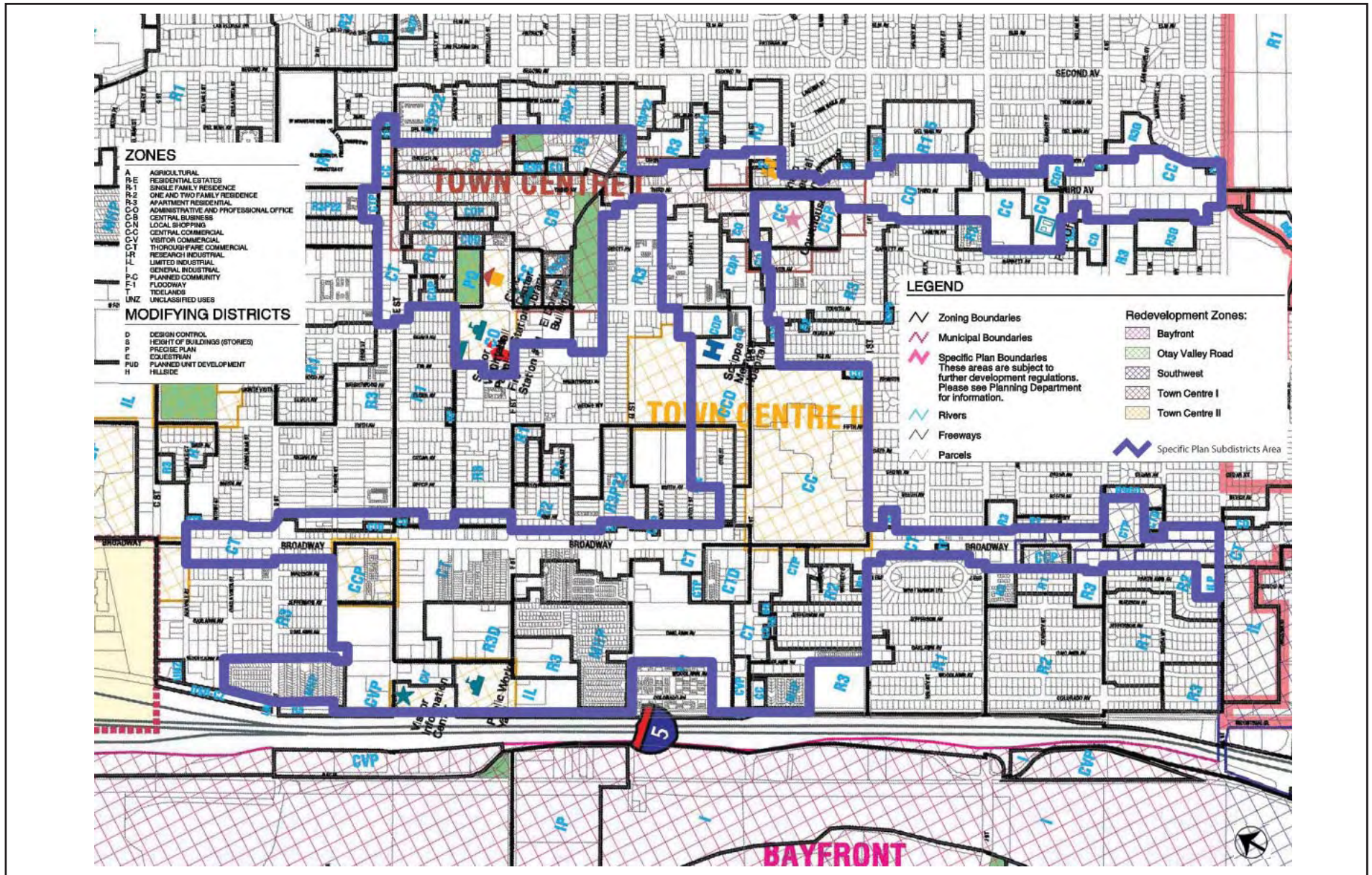


FIGURE 5.1-3
Existing Zoning Map of the USCP Area

**TABLE 5.1-2
UCSP SUBDISTRICTS EXISTING ZONING**

	Zone										
	MHP	CV*	R-1	R-2	R-3	CT*	CB	CC*	CO*	PQ	IL
Subdistrict											
V-1					X				X		
V-2							X		X		
V-3					X	X	X	X	X		
V-4					X			X	X	X	
UC-1					X			X	X		
UC-2					X			X	X		
UC-3					X				X		
UC-4								X	X		
UC-5				X					X		
UC-6								X	X		
UC-7								X			
UC-8				X							
UC-9				X		X		X			
UC-10	X	X	X	X	X	X		X	X		
UC-11			X	X	X						
UC-12		X			X	X					
UC-13						X					
UC-14	X				X	X					X
UC-15		X			X						X
UC-16		X			X	X			X		
UC-17	X										
UC-18		X									
UC-19		X			X						
C-1								X	X		
C-2						X		X			
C-3						X					

*Includes Zone Modifying Districts.

The existing Municipal Code zoning classifications found within the UCSP Subdistricts Area include Central Business (CB), Central Commercial (CC), Administrative and Professional Office (CO), Commercial Thoroughfare (CT), Visitor Commercial (CV), Limited Industrial (IL), Mobilehome Park (MHP), Public/Quasi-public (PQ), Single-Family Residential (R-1), One- and Two-Family Residence (R-2), and Apartment Residence (R-3).

The approximate distribution of existing zoning within the Subdistricts Area was determined by the Chula Vista Community Development Department and is provided in Table 5.1-3.

**TABLE 5.1-3
EXISTING ZONING DISTRIBUTION WITHIN THE UCSP SUBDISTRICTS AREA**

Existing Zoning	Gross Acres (approximate)	Percentage of Total Area
Single-family Residential (R-1)	14	2.0%
One- and Two-Family Residential (R-2)	14	2.0%
Apartment Residential (R-3)	153	22%
Mobile Home Park (MHP)	38	5.5%
Commercial (CB, CC, CO, CV, and CT) and Light Industrial (IL)	466	68%
PQ (Public/Quasi Public)	5	0.5%
Urban Core Total	690.0	100%

As shown in Table 5.1-3, approximately 68% of the Subdistricts Area is currently zoned for commercial or light industrial uses (less than 3%). Another 22% is zoned for high-density residential. Thus, approximately 90% of the Subdistricts Area is zoned either for commercial or high-density residential. Only roughly 4% of the entire Subdistricts Area is zoned for single-family detached residences or duplexes. Public uses are currently zoned for less than 1%. The geographic location of these zones throughout the UCSP Subdistricts Area is illustrated in Figure 5.1-3.

The R-1, Single Family Residence Zone is intended to provide communities primarily for single-family detached homes and the services appurtenant thereto. This zone occurs in two small enclaves in the southwest corner of the UCSP area in Subdistricts UC-10 and UC-11 as indicated on the Existing Zoning Table 5.1-2. These areas make up only approximately 14 gross acres of the larger 690 gross-acre Subdistricts Area and are too small to be visible on the map, Figure 5.1-3. R-1 zones also occur in several locations immediately adjacent to portions of the UCSP Subdistricts Area. These areas, and their significance regarding land use compatibility, will be discussed in the impact analysis

Section 5.1.2. Principal building heights are not to exceed two and one-half stories (28 feet in height).

The R-2, One- and Two-Family Residence Zone permits the lowest density of multiple dwelling units, namely the duplex. The purpose of this zone is to provide a density level commensurate with the density allowable under the most restrictive multiple-family zone but to retain the fundamental characteristics found in the R-1 zone, such as building height, private yards and patios, individual recreational facilities, privately maintained open space, and privacy and self-containment of dwelling units. Areas zoned R-2 occupy roughly 14 gross acres in small areas of the central part of the UCSP Subdistricts Area in the vicinity of H Street and Broadway.

The R-3, Apartment Residential Zone allows apartment house neighborhoods of varying degrees of density, from garden apartments to multistory apartment houses. The regulations of this district are designed to promote and encourage an intensively developed residential environment, with appropriate environmental amenities such as open areas, landscaping and off-street parking. Also permitted are certain retail and service activities intended for the convenience and service of the residents of the district. Height regulations permit structures of two and one-half (28 feet in height) with three and one-half stories (45 feet in height) allowed with approval by the design review committee. In addition, the R-3-H (high-rise) zone requires heights of no less than 46 feet. This zone only applies within the Village District in an area along Fourth Avenue south of F Street in the V-3 Subdistrict. Of the residential zones, the R-3 is the most abundant in the UCSP Subdistricts Area (refer to Table 5.1-2), but its spatial distribution is fairly modest, as shown in Figure 5.1-3.

The MHP, Mobile Home Park Zone provides appropriate locations where mobilehome parks may be established through the Conditional Use Permit (CUP) process. This zone occupies only a small portion of the UCSP Subdistricts Area and coincides with existing mobile home parks in three locations along the west edge of the plan area (refer to Figure 5.1-3).

The regulations of the CO, Administrative and Professional Office Zone, are designed to promote a quiet and professional environment for business administration, financial, medical, and government and other professional activities. The regulations conditionally permit local-serving commercial facilities, such as restaurants, and multi-family residential uses with a CUP. Height regulations limit structures to three and one-half stories or 45 feet in height. Areas zoned CO are located along the Third Avenue and H Street commercial corridors.

The purpose of the CB, Central Business Zone is to protect, stabilize, and improve commercial pedestrian characteristics of the central business area. This zone is considered the most intense of commercial zones and is commonly applied to a city's most urban downtown area. The CB zone allows a wide range of commercial uses, and

residential uses above the ground floor with a CUP. This zone provides no height regulations except that no building shall exceed three and one-half stories or 45 feet in height when located adjacent to any CO or residential zone. No setbacks are required for this district, except when abutting an R district a 15-foot side and 10-foot rear setback is required. The CB zone occupies the traditional business area along Third Avenue between E and G Streets.

The CC, Central Commercial Zone, aims to stabilize, improve and protect the commercial characteristics of the major community business centers. Restaurants, shops, and services are among the permitted uses. Mixed use commercial-residential projects are permitted with a CUP. Building heights are restricted to 45 feet in height with adjustments permitted with a CUP. The CC zone covers large portions of the Subdistricts Area along Third Avenue and H Street.

The purpose of the CT, Commercial Thoroughfare Zone, is to provide for the appropriate locations adjacent to thoroughfares where commercial activities dependent upon or catering to thoroughfare traffic may be established. The CT zones are established for parcels of one acre or larger located only in the immediate vicinity of major thoroughfares. Residential uses are not permitted. No buildings are to exceed 45 feet in height with exceptions allowed by CUP. The CT zone occupies a large portion of the Subdistricts Area in the areas along E Street between Third and Fourth Avenues, and the entire length of Broadway.

The CV, Visitor Commercial Zone, provides for appropriate locations where centers serving the needs of tourists and travelers may be established, maintained and protected. The regulations of this zone are intended to encourage the provision of transient housing facilities, restaurants, service stations and other similar uses. Building heights are restricted to 45 feet in height with adjustments permitted with a CUP. The CV zone occupies small areas in the western half of the UCSP Subdistricts Area .

The purpose of the PQ, Public/Quasi Public Zone, is to provide a zone in appropriate locations which are maintained by public or publicly controlled agencies such as municipal or county agencies, school districts, or utility companies. The PQ zone overlies Friendship Park, a small portion of the Subdistricts Area near the Civic Center on Fourth Avenue.

The IL, Limited Industrial Zone, allows manufacturing, printing, assembling, laboratories, wholesalers, and truck, trailer, boat and mobile home sales establishments. Laundries, auto repair, animal hospitals, and exterminating services are also allowed. Building heights are restricted to 45 feet. The IL zone is limited to a small portion of the eastern Subdistricts Area in an area along the San Diego Trolley line between E and F Streets .

Modifying districts impose special regulations in addition to those otherwise applicable to the zone. The modifying districts appearing within the urban core are the Design Control

and Precise Plan. As shown in Table 5.1-2, the CC, CO, CT, and CV zones are subject to these modifying districts.

c. Redevelopment Plans

The City has adopted two redevelopment projects for the urban core area which overlap a large portion of the UCSP Subdistricts. Establishment of a Redevelopment Plan Project Area, pursuant to California Redevelopment Law, provides the Redevelopment Agency with the powers to take certain actions such as to buy and sell lands within the area covered by the plan, and to use tax increment financing. One of the main reasons for establishing a Redevelopment Plan Project Area is to secure funds that can be used to attract commercial, industrial, and residential development in order to eliminate blight and improve an area.

With tax increment financing (TIF), the property within a Redevelopment Plan Project Area has a certain total property tax value at its initiation. If this total assessed valuation increases over time, most of the taxes that are derived from this increase go to the redevelopment agency. A minimum of 20 percent of TIF funds must be set aside for affordable housing. Chapter 5.6 of the EIR, Population and Housing, describes these allotments in greater detail.

Figure 5.1-4 shows the location of redevelopment plans within the UCSP area.

Town Centre I

Efforts to revitalize downtown Chula Vista began with establishment of the 138-acre Town Centre I Redevelopment Area in 1976. The goal of the plan, its Land Use Policy and its Design Manual, is to establish a business, entertainment, civic, and cultural focal point of the city. The area is urbanized and developed with a mixture of public and private land uses, including the South San Diego County Superior Court complex, Norman Park Senior Center and Memorial Park, the 60,000-square-foot Park Plaza commercial center, and a variety of other commercial office, retail, and residential uses (see Figure 5.1-4). The most recent significant redevelopment project is Gateway Chula Vista at the northwest corner of Third Avenue and H Street. When completed, the Gateway project will provide an estimated 347,000 square feet of Class A office space with ground floor retail and restaurant uses and employ up to 1,200 people. Phase I of Gateway was completed in 2003 and Phase II is currently underway. Another important recent project is the City's new Police Station at the southeast corner of Fourth Avenue and F Street, which was completed in early 2004.

Merged Plan (Town Centre II and Added Areas)

The Town Centre II Redevelopment Area was established in 1978 and includes the Chula Vista Center, a 65-acre regional shopping mall located in the central portion of the

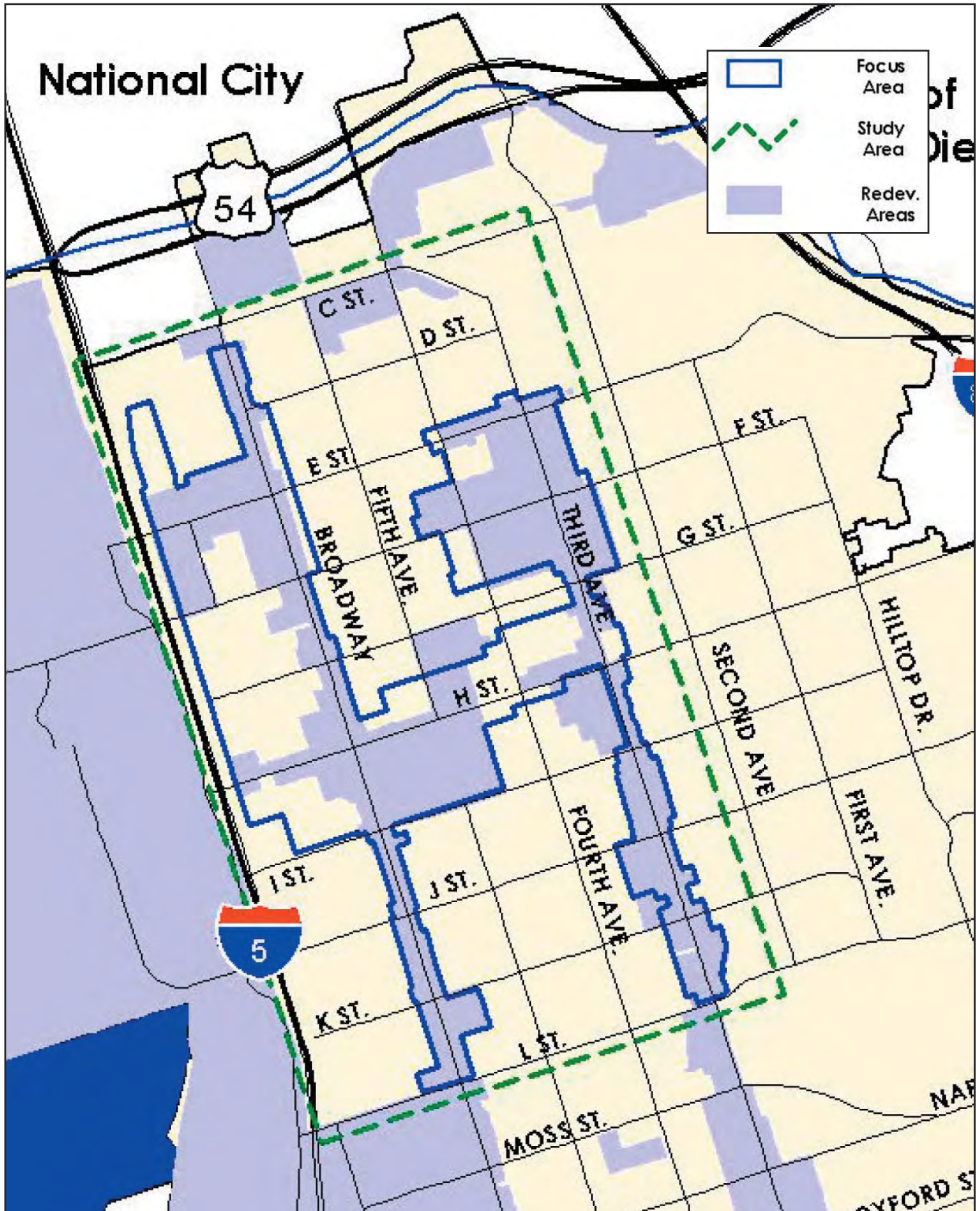


FIGURE 5.1-4
Redevelopment Plan Areas

Subdistricts Area along H Street. Subsequent amendments added additional areas. In total, Town Centre II comprises 10 non-contiguous sites totaling 76 acres, and includes properties such as the Civic Center, the Chula Vista Main Branch Library, the Old Public Works Yard, Eucalyptus Park, Scripps Memorial Hospital, the Best Buy/Wal-Mart Shopping Center, and various other commercial, public, and residential properties in the City's central core.

Recent revitalization projects in the area include renovation of Chula Vista Center, and improvements that led to the development of the 200,000-square-foot South Bay Marketplace, anchored by Wal-Mart and Best Buy. Plans are currently under consideration for updating and reconfiguring the Chula Vista Center to remain competitive with other regional shopping centers.

Over the last several years, a study of expanding or adding new redevelopment project areas in western Chula Vista was conducted. The resulting Merged Chula Vista Redevelopment Project: Amended and Restated (Merged Plan) was adopted in May 2004. The Merged Plan added new areas for redevelopment and merged these areas with three already existing redevelopment plan areas. The Town Centre II redevelopment plan was included in this merge.

The Merged Plan consists of text, a map of the constituent redevelopment project areas, legal descriptions of the areas, a listing of proposed public facilities and infrastructure improvement projects, and a map of permitted land uses. As shown in Figure 5.1-4, about two-thirds of the UCSP Subdistricts Area is within a redevelopment plan area.

d. Broadway Revitalization Strategy

The focus area of the Broadway Revitalization Strategy is Broadway from H Street to L Street, with particular attention to the H Street entryway into the City. The primary goal of the plan was to outline measures to reverse deteriorating conditions along the auto-oriented strip and reform the area into a commercially viable and visually pleasing environment. The document outlines proposed broad economic, aesthetic, and circulation improvements along Broadway.

e. Historic Preservation Strategic Plan

The Historic Preservation Strategic Plan resulted from an effort by the Ad Hoc Historic Preservation Committee to evaluate the City's current historic preservation program and to make recommendations for the future of the City's historic resources. The Committee developed an action plan that could develop Chula Vista's Historic Preservation Program as a method for preserving the important historic resources of the City. Recommendations include becoming a Certified Local Government, establishing a predictable and consistent historic review process, establishing an historic preservation review board, and providing incentives for historic preservation.

5.1.1.3 Regional Plans and Policies

The San Diego Association of Governments (SANDAG) functions as a forum for decision-making on regional issues such as growth, transportation, and land use in San Diego County. The agency membership is comprised of representatives from each of the county's local jurisdictions, including the City of Chula Vista. SANDAG programs pertinent to the UCSP and land use decision-making include the Regional Comprehensive Plan (RCP), Regional Transportation Plan (RTP), Congestion Management Program (CMP), Regional Housing Program, and the MTDB/Southbay Transit First Study. These programs are summarized below.

a. Regional Comprehensive Plan

The RCP is the long-range planning document developed to address the region's housing, economic, transportation, environmental, and overall quality-of-life needs. The RCP establishes a planning framework and implementation actions that increase the region's sustainability and encourage "smart growth while preserving natural resources and limiting urban sprawl." Other programs provide more focused assessment and recommendations addressing regional transportation planning, employment, and housing. Basic "smart growth" principles designed to strengthen land use and transportation integration are summarized as follows:

- Mix compatible land uses
- Take advantage of compact building design
- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Foster distinctive, attractive communities with a strong sense of place
- Preserve open space, natural beauty, and critical environmental areas
- Strengthen and direct development towards existing communities
- Provide a variety of transportation choices
- Make development decisions predictable, fair, and cost-effective
- Encourage community and stakeholder collaboration in development decisions

b. Regional Transportation Plan

MOBILITY 2030 is the County of San Diego's Regional Transportation Plan (RTP), which is intended to be a blueprint to address the mobility challenges created by the region's growth. It is a long-range advisory vision plan for highways, major bus routes, Bus Rapid Transit (BRT), the Trolley, rails lines, streets, bicycle travel, pedestrian traffic, and goods movement. MOBILITY 2030 contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the transportation system in the San Diego region. MOBILITY 2030 has seven policy goals which are to improve the mobility, accessibility, reliability, and efficiency of the transportation system, as well as promoting livability of communities, sustainability, and ensuring equity.

c. Congestion Management Program

The Congestion Management Program (CMP) is the designated congestion management program for the San Diego region. The CMP is a state-mandated program that provides recommendations to cities and communities to help monitor transportation system performance, develop programs to address near- and long-term congestion, and better integrate land use and transportation planning decisions. In the short-term, the CMP serves as an element of the RTP, focusing on congestion management strategies that can be implemented in advance of the long-range transportation solutions contained within the RTP.

d. MTBD/South Bay Transit First Study

The Transit First Study evaluates potential future transit options for the South Bay. Strategies seek to develop a network of transit services; integrate transit with land use planning; enhance operating speed; and improve the rider's experience. Transit priority treatment options, alternate transit alignments, and potential transit station locations and types, such as mixed flow transit lanes, dedicated transit lanes, freeway HOV/transit lanes, guideways, queue jumpers, and transit priority signals are identified. The Transit First Study is an advisory document and does not pose any requirements that the City must comply with.

e. Regional Housing Program

The Regional Housing Program promotes strategies to increase housing supply and ensure access for all income groups, and provide a variety of housing choices for region residents.

f. California State Implementation Plan

The California SIP was adopted by the California Air Resources Board and Environmental Protection Agency (EPA) to bring non-attainment air basins into compliance with the National Ambient Air Quality Standards (NAAQS). Through Regional Air Quality Standards (RAQS) the SIP contains regulatory requirements. Due to continued violations of NAAQS standards, in the San Diego Air Basin, the San Diego Air Pollution Control District, in conjunction with SANDAG, prepared a RAQS for its portion of the SIP. The proposed UCSP relates to the SIP through land use and growth assumptions that are incorporated into air quality planning documents. Applicability of the SIP to the proposed UCSP is discussed in the Air Quality analysis, Section 5.10 of this EIR.

g. Water Quality Control Plan for the San Diego Basin

The Regional Water Quality Control Board (RWQCB) adopted a Water Quality Control Plan for the San Diego Basin (Basin Plan) that recognizes and reflects the beneficial

uses of the region's ground and surface waters, and local water quality conditions and problems. The plan is designed to preserve and enhance water quality and protect the beneficial uses of all regional waters. The UCSP area is subject to the Basin Plan's ground and surface water quality regulations for the San Diego Bay watershed, the San Diego Formation ground water aquifer, and the Sweetwater River groundwater recharge basin.

5.1.2 Criteria for Determination of Significance

According to Appendix G of the CEQA guidelines and the GPU EIR, the proposed project would have a significant impact on land use if it:

- Criterion 1: Conflicts with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect.
- Criterion 2: Physically divide or adversely affect the community character of an established community.

5.1.3 Impacts

5.1.3.1 Conformance with Local Plans and Policies

- **Criterion 1: Conformance with Relevant Plans and Policies**

a. Chula Vista General Plan Update

The recent GPU largely focused on the revitalization and redevelopment of the western portion of the City. The broad policies and objectives described in the GPU have been refined and described at the neighborhood level in the UCSP. Chapter 11 (General Plan Implementation) of the GPU identifies the UCSP as a required element to implement the new land use designations, objectives and policies identified for the urban core and specifically referenced in the Northwest Planning Area. The Northwest Planning Area identifies on Figure 5-28 – 5-35 the “Areas of Change” designated for land use change under the GPU. These “Areas of Change” are thus the subject of zoning changes in the UCSP.

The UCSP has been prepared pursuant to the GPU as an implementing regulatory document and thus serves as the primary source for policies, guidelines and regulations that implement the community's vision for the urban core.

The GPU is implemented via the UCSP primarily through the following four key chapters:

- Chapter V: Mobility
- Chapter VI: Land Use and Development Regulations
- Chapter VII: Development Design Guidelines
- Chapter VIII: Public Realm Design Guidelines

Chapter V, Mobility, provides a variety of approaches and strategies to “get people from here to there.” Improvements for the main thoroughfares and other streets within the UCSP area are identified and typically address pedestrian, bicycle, transit, automobile and parking opportunities. Traffic calming elements, pedestrian improvements and paseos are introduced to slow traffic and create a more pedestrian-friendly environment. Recommendations for new and upgraded bikeway facilities throughout the area for both recreational and commuting users are also included. Three Transit Focus Areas within the Subdistricts Area provide multi-modal opportunities for both local and regional transit and a new shuttle loop system serving the UCSP area and Bayfront is proposed. Various roadway network and capacity improvements are proposed, especially in areas where the street grid has been interrupted over time and off-street public parking strategies are also proposed within the Subdistricts Area.

Chapter VI, Land Use and Development Regulations, establish three different UCSP Districts – Village, Urban Core and Corridors which are further defined into twenty-six subdistricts, each with customized regulations and standards. Subdistrict regulations shape the building form and intensity, allowable land uses, and parking requirements. Land use regulations are proposed to encourage a mix of pedestrian-oriented commercial uses with higher density residential uses. Development and parking standards encourage locating buildings closer to the street (i.e. with parking behind or tucked under the building). The regulations also stress flexibility and provision of urban amenities such as streetscape improvements, parks, plazas, transit, cultural arts and mixed use. The tallest buildings are allowed only at the transit focus areas at I-5/H Street and I-5/E Street where support by alternative modes of transportation is readily available. Neighborhood Transition Combining Districts (NTCD) have been created for UCSP Subdistricts adjacent to R-1 and R-2 zones to protect and buffer existing residential neighborhoods and ensure compatible, stepped-back building heights and setbacks. In TFAs, additional stepbacks and setbacks are required, as well as special studies to assess effects of light, solar access, shadowing, and wind patterns. Special provisions address live/work units, mixed-uses and parking structures. Zoning incentives are provided to encourage development to provide high performance buildings and urban amenities such as parks and plazas beyond required levels.

Chapter VII, Development Design Guidelines, provide comprehensive design guidelines for development within the three UCSP Districts, as well as special guidelines for hotels, mixed-use projects, multi-family residential projects, sustainability, and for projects adjacent to I-5. The form-based guidelines supplement the UCSP development

regulations to create a more attractive, well-designed urban environment. These guidelines apply to construction, conservation, adaptive reuse, and enhancement of buildings and street scenes. Although no specific architectural style is prescribed, the quality of design is guided by policies addressing site planning, building height/form/mass, building materials/colors, storefront design, landscaping, lighting, parking, circulation, signs and other development considerations. The goal of the guidelines is to create a positive image for the urban core and frame the streets and sidewalks with inviting buildings, entrances, awnings and outdoor dining areas.

Chapter VIII, Public Realm Design Guidelines focuses on ways to create more attractive and pedestrian-friendly public environments and gathering places. Street furniture, landscaping, sidewalks, crosswalks, lighting, paseos, public art, parks and plaza concepts are defined. Two main themes emerge within the UCSP: an art-deco inspired design theme is proposed along Third Avenue, building upon the era when much of the development along the street occurred, and a more contemporary theme is proposed for the remaining public realm areas in the urban core, indicative of a forward-looking Chula Vista. Gateway treatments are proposed at six locations to welcome people to the urban core and to reinforce the identity of the urban core.

Table 5.1-4 references where each of the applicable GPU Land Use and Transportation Objectives are implemented through the various chapters of the UCSP.

b. Chula Vista Municipal Code - Zoning

The existing Municipal Code zoning for the urban core was established 30 years ago and is presently out of conformance with the recently updated GPU. In order to comply with State law and bring zoning into conformance with the GPU, the UCSP proposes new zoning for the Subdistricts Area. The new zoning includes provisions for land uses, building intensity, form, mass, and height as recommended in the GPU. As noted above, existing zoning and land use regulations will not change in the surrounding UCSP Study Area, outside of the Subdistricts Area. The stable residential neighborhoods that comprise the Study Area outside of the Subdistricts Area will continue to be subject to existing residential land use regulations and Municipal Code zoning. In such cases where the UCSP and Municipal Zoning Code conflict, the UCSP development regulations shall apply.

Existing Municipal Code zoning classifications commonly allow only a single land use type on a parcel. This type of zoning is referred to as “Euclidean” zoning and strives to separate uses rather than integrate uses. Under the existing zoning, mixed-use areas are implemented through rezonings, conditional use permits, and general plan changes. This highlights the greatest difference between the existing Municipal Code zoning and the proposed UCSP zoning. The UCSP customizes the standards and regulations found in the Municipal Zoning Code in order to achieve the GPU’s vision for the urban core by introducing new mixed-use zoning classifications and urban core residential

**TABLE 5.1-4
GENERAL PLAN UPDATE CONSISTENCY TABLE**

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 1	Provide a balance of development to meet present and future needs and enhance character of the City	X	X	X		X	X	
LUT 2	Limit location of highest development intensity to TFAs	X	X			X		
LUT 3	Development that blends with and enhances physical and social character	X	X	X		X	X	X
LUT 4	Minimize blighting influences and maintain integrity of stable residential neighborhoods	X	X	X		X	X	
LUT 5	Designate mixed-use areas with higher density housing near shopping, jobs and transit	X	X			X		
LUT 6	Ensure compatibility of adjacent land uses	X	X	X		X	X	
LUT 7	Provide appropriate transitions between land uses	X	X	X		X	X	
LUT 8	Create physical features that distinguish neighborhoods, communities and public spaces and enhance image as a pedestrian oriented and livable community	X	X	X	X	X	X	X
LUT 9	Create enhanced gateway features for entry points and other important areas	X	X				X	X
LUT 10	Create attractive street environments and public rights-of-way	X	X	X	X	X	X	X
LUT 11	Ensure well-designed buildings and site improvements that are compatible with surrounding properties and districts	X	X	X		X	X	X
LUT 12	Protect important Historic Resources	X	X	X			X	

TABLE 5.1-4
GENERAL PLAN UPDATE CONSISTENCY TABLE
(continued)

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 13	Preserve scenic resources, maintain open space network and promote beautification	X	X	X		X	X	X
LUT 15	Improve transit and transportation connections... between major activity centers	X	X		X	X		
LUT 16	Integrate land use and transportation planning and facilities	X	X		X	X		
LUT 17	Plan and coordinate transit compatible and supportive development	X	X		X	X		
LUT 18	Reduce traffic demand through TDM, increased use of transit, bicycles, walking and other trip reduction means	X	X	X	X	X	X	X
LUT 19	Coordinate state of the art transit system	X	X		X			
LUT 20	Make transit friendly roads a top consideration in land use and development design	X	X		X	X		
LUT 21	Maintain a safe and efficient roadway system with sufficient roadway capacity while preserving character and integrity of communities	X	X	X	X			
LUT 22	Continue planning for enhancements to LRT service along west side of City		X		X	X		
LUT 23	Promote use of alternative mobility modes through system of bike and pedestrian paths	X	X	X	X		X	X
LUT 26	Establish an Urban Core Improvements Program*	X	X	X				X

TABLE 5.1-4
GENERAL PLAN UPDATE CONSISTENCY TABLE
(continued)

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 27	Establish program to provide affordable housing, public amenities and community services necessary to support urban development	X	X	X	X	X	X	X
LUT 28	Consider lot consolidation where appropriate	X	X	X		X		
LUT 29	Allow clustering of residential development to improve amenities for residents	X	X			X	X	
LUT 30	Better utilize parking facilities to reduce parking demand before using public expenditures to add parking	X	X		X	X	X	X
LUT 31	Provide parking that is integrated with land uses, efficient, accommodates alternative vehicles and reduces parking impacts	X	X	X	X	X	X	X
LUT 32	Evaluate use and applicability of various strategies to provide parking	X	X	X	X	X	X	X
LUT 33	Ensure parking facilities are appropriately sited and well-designed	X	X	X	X	X	X	X
LUT 46	Establish linkages between Urban Core and Bayfront for pedestrians, bicycles and transit	X	X	X	X			X
LUT 47	Establish roadway classifications in the Urban Core Subarea that respond to more urbanized environment, accommodate slower speeds in ped-oriented areas and facilitate multi-modal design and amenities	X	X	X	X			X

TABLE 5.1-4
GENERAL PLAN UPDATE CONSISTENCY TABLE
(continued)

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 48	Increase mobility for residents and visitors in the Urban Core	X	X	X	X		X	X
LUT 49	Encourage balanced and complementary redevelopment, infill, and new development within the Urban Core	X	X	X		X	X	X
LUT 50	Provide for redevelopment and enhancement of Downtown Third Avenue District	X				X	X	X
LUT 51	Maintain Downtown Third Avenue as focal point for City	X				X	X	X
LUT 52	Encourage redevelopment of the Chula Vista Center and north of H Street to reinforce transit and gateway corridor and establish significant public gathering space and mixed-use area		X		X	X	X	X
LUT 53	Encourage mixed-use redevelopment along H Street between Third and Fourth Ave.		X			X	X	
LUT 54	Encourage redevelopment of North Broadway Focus Area to establish pedestrian-oriented commercial corridor with housing and local serving commercial		X	X		X	X	
LUT 55	Encourage redevelopment of E Street between I-5 and Broadway with Mixed-Use especially near the E Street Trolley Station with emphasis on visitor-serving uses, office and multi-family residential		X			X	X	

TABLE 5.1-4
GENERAL PLAN UPDATE CONSISTENCY TABLE
(continued)

General Plan Update Objectives		Applicable UCSP Sub-district			Implementing Mechanism			
Title	Description	Village	Urban Core	Corridors	Mobility	Development Regulations	Development Design Guidelines	Public Realm Design Guidelines
LUT 56	Encourage redevelopment of area between I-5, Broadway, F and G Streets with high-density residential supported by mixed-use on Broadway		X			X	X	
LUT 57	Encourage redevelopment of area between I-5, Broadway, G and H Streets with transit-oriented mixed-use reinforcing gateway and transit boulevard on H Street		X		X	X	X	X
LUT 58	Encourage redevelopment between I-5, Broadway, H and I Streets as transit focus mixed-use area		X		X	X	X	X
LUT 59	Encourage redevelopment of Mid-Broadway District as pedestrian oriented commercial corridor with housing opportunities and neighborhood serving commercial		X		X	X	X	X
LUT 60	Encourage existing land use pattern in Mid-Third Avenue District			X	X	X	X	X

*Established in UCSP Chp. X: *Plan Implementation and Community Benefits Program*

designations for the Subdistricts Area. The UCSP mixed-use zoning classifications allow for integration of retail and office uses, and in many cases retail, office, and high-density residential uses, in the same block (“horizontal mixed use”) or in the same structure or parcel (“vertical mixed use”). In addition, the new “urban core residential”

land use designation primarily in the area west of Broadway between E Street and H Street is proposed to be implemented through new regulations that provide for greater development potential around transit area than currently allowed under the existing zoning. As anticipated by the GPU, the new zoning regulations would accommodate new growth and revitalization of the urban core and would be implemented only as new development or redevelopment occurs. Although rezonings are proposed for the Subdistricts Areas, existing uses would be allowed to be maintained under the City’s legal non-conforming use provisions described in Municipal Code Section 19.64 and referenced in Chapter 11 of the UCSP.

A comparison of existing Municipal Code zoning and the proposed UCSP zoning is provided below, and illustrates the main feature of the UCSP zoning, the mixed-use integration of different land use types and the intensification of existing land use through greater building heights and mass.

Village District

As shown in Figure 5.1-3, the existing zoning for the UCSP Village District is comprised largely of commercial zones centered on Third and Fourth Avenues and E Street, with some Public/Quasi Public (PQ) uses on Fourth Avenue and high-density Apartment Residential (R-3) uses zoned in areas east of the Third Avenue commercial corridor and east of Fourth Avenue. The existing CB, Central Business Zone, which occupies the heart of the Village District along Third Avenue, is intended to stabilize and improve the commercial pedestrian characteristics of the central business area. This zone, typically applied in urban centers, allows a wide range of commercial and office uses, and multi-family residential uses (above ground floor retail only) through a CUP. The CC, Central Commercial zone provides for restaurants, shops and services, and allows mixed commercial residential projects with a CUP. The CO, Administrative and Professional Office zone allows a wide range of office uses, and conditionally permits multi-family residential uses and some commercial uses (e.g. restaurants) upon issuance of a CUP. The CT, Commercial Thoroughfare Zone, provides for a broad range of commercial uses dependent on or catering to thoroughfare traffic and does not allow for residential or office uses.

The CB zone provides no height regulations except when located adjacent to CO, Commercial Office or R, residential zones. When a building would be located adjacent to CO or R zones heights are limited to 45 feet. All other heights within the Village District are limited by existing zoning to 45 feet, with height adjustments allowed in the CC and CT zones (located primarily along E Street) with approval of a CUP.

New UCSP zoning for the Village District would allow a mix of commercial retail (ground floor on Third Avenue and E Street) and office and residential uses along Third Avenue and all other areas of the Village District except in the V-1 Subdistrict (refer to Subdistricts Keymap, Figure 3-3) which allows only residential uses. The V-1 Subdistrict along the eastern edge of the Village District would allow only residential uses at a maximum height of 45 feet, the same maximum heights allowed under the existing R-3 and CO zoning for this area. Residential uses would allow a better transition to existing residential uses, outside the Subdistricts Area, than exists today.

The area along Third Avenue which is currently zoned CB and allows unlimited heights, would be limited in the new UCSP V-2 Subdistrict to a height of 45 feet. Uses would be similar to those permitted under existing zoning, however, mixed use with residential would be a permitted use rather than a conditional use. In the V-3 and V-4 Subdistricts, heights up to 84 feet and 60 feet, respectively, would be allowed, while existing zoning limits heights to 45 feet in these areas with height adjustments permitted with a CUP. The V-3 Subdistrict is a NTCD which allows building heights up to 84 feet but contains special setbacks and stepbacks for parcels adjacent to existing R-1 or R-2 zones. The locations of the V-3 Subdistrict parcels which are adjacent to R-1 and R-2 zones are along the northern edge of the V-3 Subdistrict, north of E Street. (Compare Figure 3-3 with Figure 5.1-3 for locations of R-1 and R-2 zones adjacent to UCSP Subdistricts.)

Urban Core District

The area along H Street in the Urban Core District is currently zoned for commercial (CC, CV, CT) and office uses (CO), in distinct blocks. These zones allow for a wide variety of commercial and office uses. The CC zone allows for mixed commercial residential projects, subject to a CUP. Some residential areas are zoned along the perimeter of H Street, and include multi-family (R-3) and single and two-family (R-1 and R-2) zones. The proposed UCSP zoning for the area along H Street would allow mixed use (residential, office and retail uses), office and retail uses immediately adjacent to H Street, and primarily higher density residential in areas further away from H Street, along Otis Street, Roosevelt Street, "I" Street (UC-3, UC-6, UC-8, and UC-11).

More specifically, the east end of H Street at Third Avenue is bordered by two Transit Focus Areas (Subdistricts, UC-1 and UC-2). New zoning for these Subdistricts would allow multi-modal mixed use opportunities associated with the existing transit and future West Side Shuttle stop at this location. Heights up to 84 feet would be allowed in the UCSP for this area, while current zoning allows commercial offices (CO) west of Third Avenue and apartment residential (R-3) east of Third, at maximum heights of 45 feet. Future development in these TFAs would be subject to special transitional regulations (e.g. setbacks, stepbacks) to minimize effects on areas adjacent to the TFAs (UCSP Chapter VI). Subdistrict UC-3 lies to the north of H Street and would allow only residential with heights up to 60 feet, which provides a transition to the multi-family

zoning further north outside the Subdistricts Area in the R3, multi-family zone (maximum height 45 feet with design review).

Along the central part of H Street, uses would be primarily commercial and office, with residential and mixed use (with residential) projects allowed with a CUP. Allowable heights in the UCSP range from 45 feet to 60 feet and 72 feet. Existing zoning includes maximum heights of 45 feet, in areas zoned CO, and in areas zoned CC, there is no height limit except when a building is adjacent to the CO or residential zone, in which case the height is limited to a maximum 45 feet. The west end of H Street is also currently zoned with a mix of CV, CT and CC. These zones allow for a wide variety of commercial and ancillary office uses. The CC zone also allows for mixed commercial residential projects, subject to a CUP. In the CC zone there is no height limit except when a building is adjacent to the CO or residential zone, in which case the height is limited to a maximum 45 feet. The CT and CV zone includes maximum heights of 45 feet, with adjustments to height allowed with a CUP. In the area of the Urban Core District along Broadway, existing CT zoning allows a wide variety of automobile-focused commercial uses with 45-foot maximum heights or higher permitted with a CUP. The new UCSP zoning for the UC-13, UC-14, and UC-16 Subdistricts which straddle Broadway, allow heights of up to 60 feet (UC-13 and UC-16) and up to 84 feet (UC-14). Subdistrict UC-13, located east and west of Broadway, allows a mix of uses including retail, office and residential (not allowed on ground floor), and retail/hospitality uses. UC-14 located west of Broadway allows only residential, overlapping existing R-3, MHP and CT zones. UC-16, east and west of Broadway, allows retail and hospitality with multi-family residential and mixed use (with residential) with a CUP. The two TFAs located at E Street (UC-15) and H Street (UC-12) trolley stations would allow high rise buildings. Heights in these subdistricts could range between 45 and 210 feet. Existing zoning in the UC-18 subdistrict is CV, under the UCSP commercial and hospitality uses would be allowed, with heights up to 120 feet. Consistent with the policies in the GPU, buildings with heights above 84 feet are required to meet special design review criteria. The UCSP Chapter 11 requires these provisions be met prior to approval of an Urban Core Development Permit (UCDP). The UC-17 subdistrict is currently zoned MHP and the new UCSP zoning would allow high density residential, with heights up to 45 feet. The UC-19 district is currently zoned for CC, commercial uses and is currently developed with an elementary school. The UCSP would allow for public or quasi-public uses, with a maximum height of 45 feet.

Corridors District

Existing zoning for the Corridors District is zoned for commercial (CO, CC, CT). Primary uses allowed are commercial (CC and CT) and office CO) with mixed use residential permitted with a CUP in the CC zone, and multi-family residential allowed in the CO zone with a CUP. Maximum heights for these zones are permitted to 45 feet, or

potentially higher in the CC, if not adjacent to the CO or R zones and CT zones with a CUP.

The UCSP C-1 Subdistrict at the south end of Third Avenue is currently zoned CO or CC, which allows for commercial uses and office uses. The proposed zoning would allow either retail and office use depending on what side of Third Avenue a parcel is located, residential uses permitted with a CUP and a maximum height of up to 60 feet. The C-2 Subdistrict at the south end of Broadway would allow mixed use retail and office, and residential or mixed use with residential with a CUP, and a maximum height of 45 feet (same as existing zoning). The C-3 Subdistrict at the north end of Broadway would allow the same retail/office mix, residential uses with a CUP, and maximum 45 foot heights as the C-2 Subdistrict. The proposed maximum heights are the same maximum heights allowed in the existing CT zone, and more restrictive than the existing CC zone which has no height restrictions unless a building is adjacent to the CO or residential zone.

As described above, while the UCSP proposes zoning regulations that differ from existing zone regulations, the primary purpose of the UCSP is to provide updated zoning regulations in conformance with the new GPU.

c. Redevelopment Plans

Redevelopment plans enable a project area to be established to address conditions of blight, allow the ability to use tax increment financing, and describe land use districts. Two redevelopment plans overlap the UCSP area - the Town Centre I Redevelopment Plan and the Merged Plan Summary which comprises a merge of the Town Centre II Redevelopment Plan and several other redevelopment project areas. The UCSP would not affect the boundaries of any of the existing redevelopment plans or their ability to use tax increment financing. However, in terms of land use, the UCSP would potentially be inconsistent with the land use provisions and maps contained in the Town Centre I Redevelopment Plan.

The 1976 Town Centre I Redevelopment Plan (Section 600) includes a general description of land uses allowed within the redevelopment plan area and also refers to a "Plan Diagram" which graphically depicts the projected pattern of land uses envisioned by the Town Centre I Redevelopment Plan. The land uses include a broad category of "central commercial" which is generally applicable to areas currently zoned commercial in Town Centre I, and "residential" which is generally applicable to areas currently zoned for residential use in the Town Centre I. The existing Redevelopment Plan also allows for consideration of residential uses in the central commercial designated areas through a special use permit. While these uses are broadly consistent with the proposed uses in the UCSP, an amendment to the Town Centre I Redevelopment Plan is included as part of the proposed discretionary actions for adoption of the UCSP to avoid inconsistencies between the two plans. The proposed amendments to the Town Centre I

Redevelopment Plan would remove references to permitted land uses and instead refer to the GPU and City's zoning regulations (i.e. UCSP) for permitted land uses within the redevelopment area. This would provide consistency between the GPU as well as the UCSP and remove redundant and outdated land use provisions provided in the 1976 Redevelopment Plan. For this reason, implementation of the UCSP would not conflict with the existing Town Centre I Redevelopment Plan.

Implementation of the proposed UCSP would not affect the boundaries or authorities of the Town Centre II/Merged Plan Redevelopment Plan and thus no amendments of these redevelopment plans are required.

d. Broadway Revitalization Strategy

The UCSP provides land use and development regulations and design guidelines that engender a pedestrian-oriented, mixed-use environment for the urban core, with thriving businesses and amenable streetscapes. The proposed UCSP is thus consistent with the Broadway Revitalization strategies for reversing deteriorating conditions along the auto-oriented Broadway strip and reforming the area into a commercially viable and visually pleasing environment. The UCSP will implement many of the changes and improvements suggested in the Broadway Revitalization Strategy.

e. Historic Preservation Strategic Plan

The proposed UCSP implements the strategies of the Historic Preservation Strategic Plan (Strategic Plan). The Strategic Plan identified several measures the City should undertake in order to more effectively achieve its historic preservation goals. Measures included the integration of historic preservation goals into land use planning, inventory of historic resources, and provision of incentives for historic preservation. Throughout the UCSP, provisions are included that address historic resources. The UCSP Land Use and Development Regulations and Design Guidelines contain preservation goals and extensive renovation guidelines for the Village District, as well as private property incentives for acquiring and maintaining historic properties. Further discussion of this issue can be found in Section 5.3, Cultural Resources, of this EIR.

5.1.3.2 Conformance with Regional Plans and Policies

a. Regional Comprehensive Plan

The proposed UCSP would be consistent with the goals of the Regional Comprehensive Plan. The UCSP proposes to establish a pedestrian-oriented, intense urban core to reduce reliance on the automobile, and promote walking and use of bicycles, buses, and transit. These goals are consistent with the Regional Comprehensive Plan's smart growth strategies. The UCSP would maximize its infill development potential by encouraging multi-story residential, office, and mixed uses in appropriate areas. A

multitude of urban amenities would receive focused investment and serve to attract new businesses as well as residents to the area. Mixed uses would allow residents to enjoy short walking distances to and from employment, housing, shopping, entertainment and different modes of transportation.

b. Regional Transportation Plan

SANDAG's Regional Transportation Plan, or MOBILITY 2030, is based on the long-range population, housing, and employment projections of SANDAG's preliminary 2030 Cities/County Forecast. The Chula Vista GPU was based on these same projections and incorporated appropriate demographic values for the urban core in its objectives and policies.

The proposed UCSP is consistent with the GPU and, by extension, the advisory RTP. The UCSP is consistent in that it facilitates the development of a regional employment and housing center which would maximize density and transit opportunities. Proposed zoning would allow for a concentrated mix of retail, office and high density residential uses around transit centers and along major transportation corridors (H Street and Broadway) that would help to maximize use of transit and reduce long commute trips.

Consistency with the RTP is important to the UCSP in so far as regional discretionary funding will be made available to jurisdictions that implement the MOBILITY 2030 vision. As a result of this consistency, the City will be eligible for additional funding to help achieve the mobility improvement goals identified through the UCSP.

c. Congestion Management Program

The Congestion Management Program (CMP) serves as an element of the RTP, focusing on congestion management strategies that can be implemented in advance of the long-range transportation solutions contained in the advisory RTP. The UCSP is consistent with these strategies and implements several goals and guidelines for reducing automobile congestion and increasing pedestrian, cycling and public transit activity.

d. MTBD/South Bay Transit First Study

The UCSP supports increased public transit usage through location of Transit Focus Areas and other measures. Many of the mobility recommendations made in the UCSP will benefit from the implementation of successful transit projects. Strategies from this advisory report were considered in the UCSP Transportation Impact Analysis and also provided support for the transit intensive design of the UCSP.

Consistency with the South Bay Transit First Study is especially important to the mobility strategy defined in the UCSP such that the UCSP assures that transit supportive land uses will justify future regional transit investments and improvements. As a result, the

City will be better able to achieve the mobility improvement goals identified through the UCSP.

e. Regional Housing Program

Elements of the proposed UCSP are consistent with the Regional Housing Program's (RHP) strategies to increase housing supply and ensure access for all income groups. This consistency is analyzed in greater detail in Section 5.7, Population and Housing, of this EIR. The UCSP proposes to add an additional 7,100 dwelling units to the Subdistricts Area, nearly doubling its current provision of 3,700 dwelling units. Given that much of the redevelopment of the UCSP Subdistricts Area will be market driven, the provision of affordable housing cannot be guaranteed. However, through California Redevelopment Law requirements, tax increment financing would be collected over much of the UCSP Subdistricts Area, with a minimum of 20% set-aside for low- and moderate-income housing options. The increased density allowed in the proposed UCSP would provide increased opportunities for the development of low and moderate income housing with 20% set aside funds generated from new development in designated redevelopment areas. The City's existing inclusionary housing policy would also help facilitate provision of housing for all income groups. While the majority of the UCSP Subdistricts Area already collects tax-increment fees within the boundaries of the existing redevelopment project areas, the UCSP would serve to increase the revenue generated by providing for increased development potential within redevelopment areas. The proposed UCSP is therefore considered to be compatible with the RHP.

f. California State Implementation Plan

The proposed UCSP is consistent with the intent and goals of the California SIP, which are to reduce air pollutant emissions resulting from vehicle traffic. However, the assumptions of the SIP are based on growth trends anticipated by regional land use plans, which are based on jurisdictions' general and community plans. The buildout projected in the UCSP is consistent with the GPU; however the GPU proposed increases in residential and employment populations above that anticipated by the SIP. SIP forecasts were calculated prior to the update of the GPU in 2005 and were based on a preliminary 2030 growth projection not including increases projected in the Chula Vista GPU. However, it may be that the additional regional growth assumed by the SIP would not be substantially different, as growth in accordance with the UCSP would be concentrated in the urban core, thus directing growth away from the less developed eastern portions of the City and region. The UCSP focus on urban revitalization and growth in the urban core would be consistent with the goals of the SIP which seek to promote walkable communities and a variety of transit opportunities. The issue of UCSP consistency with the SIP and RAQS is discussed further in the Air Quality analysis in Section 5.10 of this EIR, and in the Air Quality Technical Report which is appended to this EIR as Appendix F.

g. Water Quality Control Plan for the San Diego Basin

The UCSP would not conflict with policies of or water quality standards established in the Water Quality Control Plan for the San Diego Basin (Basin Plan). The land uses proposed in the UCSP would not generate substantial impacts to local or regional surface or ground waters. Incentives and guidelines in the proposed UCSP that encourage a more ecological lifestyle (walking, biking) and green building practices (ecologically-designed buildings made with renewable building materials) may potentially serve to improve hydrologic conditions within the UCSP area. Consistency between the proposed UCSP and the Basin Plan is elaborated in section 5.7 of this EIR, Hydrology and Water Quality.

Table 5.1-5 provides a summary of the analyses of the consistency between the proposed UCSP and the regional plans and policies.

**TABLE 5.1-5
CONFORMANCE OF THE UCSP WITH SANDAG PROGRAMS**

SANDAG Program	Project Conformance
Regional Comprehensive Plan (RCP)	The UCSP provides higher density and higher intensity development into specific areas to protect stable residential neighborhoods and to create compact and pedestrian-friendly urban environments while protecting natural resources.
Regional Transportation Plan (RTP)	The UCSP promotes major bus routes, Bus Rapid Transit (BRT), the Trolley, rail lines, streets, bicycle travel, pedestrian traffic, and goods movement.
Congestion Management Program (CMP)	I-5, located adjacent and to the west of the Urban Core, is the closest CMP roadway to the plan area. The UCSP will be required to comply with strategies and improvements to reduce traffic congestion and improve the performance of a multi-modal transportation system.
Regional Housing Program.	The UCSP project increases the housing stock of the City of Chula Vista by approximately 7,100 multi-family dwelling units; representing an increase in housing supply for the region. Phasing will occur in response to market conditions, which will help to fulfill the demand for housing. In addition, development permitted by land use policies included would provide needed housing for all income levels.
Transit First	A number of future regional transit improvements are planned that will serve the Urban Core area. Many of these lines provide transit stations within the UCSP area and are integrated into the land use and transportation components of the specific plan. In addition, the UCSP promotes a network of transit services which includes pedestrian paths, on-street bicycle paths, BRT, and public transit stops.

5.1.3.3 Community Character

- **Criterion 2: Physically divide or adversely affect the community character of an established community.**

The UCSP would apply new zoning to the limited “Areas of Change” identified under the recently adopted GPU and would provide for the envisioned integration of existing neighborhoods while providing for new development along gateways and major transit corridors. The GPU EIR provides an evaluation of the community character impacts associated with the change in land use designations under the GPU and concludes that the policies and objectives outlined in the GPU would limit impacts on community character, but are dependent on future zoning or specific plans. As an implementing document of the GPU, the UCSP would provide the intended development standards, design guidelines, program for urban amenities and design review process which limit impacts on community character. In addition, many of the public realm elements identified in the UCSP Chapters V, Mobility and Chapter VIII, Public Realm Design Guidelines, such as provision of paseos to provide walkable access to neighborhoods, reconnecting the street grid in areas that have been previously disrupted, and linking bikeways, sidewalks and urban plazas throughout the urban core serve to integrate the community rather than to physically divide it.

Implementation of the proposed UCSP would result in the adoption of new zoning for the Subdistricts Area that would permit development or redevelopment of up to 10,800 (or 7,100 net new) dwelling units, 4,000,000 (or 1,000,000 net new) square feet of commercial retail space, 3,700,000 (or 1,300,000 net new) square feet of commercial office space, and 1,300,000 square feet of net new Commercial-Visitor Serving space upon buildout of the plan over the next 25 years. New development/redevelopment would proceed incrementally over the 25-year planning horizon of the UCSP, the exact timing, extent and sequencing of which is difficult to determine. The UCSP proposes new mixed-use zoning classifications to replace existing single-use zoning classifications, in order to allow the integration of residential and commercial uses in the same structure and neighborhood. The new zoning regulations and extensive Development Design Guidelines of the proposed UCSP aim to implement a vision for the Subdistricts Area that is substantially different in intensity and character than existing conditions. The existing community character of the urban core would be substantially affected by implementation of the UCSP. As illustrated in the discussion comparing existing Municipal Code zoning and the proposed new UCSP zoning in Section 5.1.3.1.b above, the projected three-fold increase in population for the Subdistricts Area would be accommodated by substantial intensification of existing land uses. The allowable building heights and FAR included in the UCSP would allow taller and more massive structures to be built, for example the replacement of low-rise (up to 45 feet in height) residential and commercial single-use structures with mid-rise (45 feet to 84 feet in

height) mixed-use structures, and in some areas high-rise structures up to 120 or 210 feet in height (only in Subdistricts UC-12, UC-15, and UC-18).

However, the effects of this land use intensification would not necessarily be adverse, and in accordance with CEQA Guidelines Section 15382 (General Concepts on Significant Effect), it is not enough to conclude significance based on substantial change, but significance must be based upon the physical change being substantial and adverse.

The GPU EIR concluded that the vision portrayed in the GPU, which the proposed UCSP mirrors, would cause an adverse effect on community character because of the lack of specific design standards for the Urban Core. The GPU EIR concluded that until design standards are developed and zoning specifications are implemented, impacts would be considered significant. The GPU did not include design standards for the Urban Core because the development of design standards is a zoning and specific plan effort.

The proposed UCSP provides the zoning and design standards for the Urban Core called for in the GPU. The built environment permitted through the UCSP land use and development regulations (Chapter VI) and development design guidelines (Chapter VII) is one that builds upon the principles of smart growth and new urbanism. These principles emphasize innovative mobility and land use planning tools to create vibrant city centers that are a combination employment/residential/commercial area with transit, recreational and other quality of life amenities that serve to create cohesive neighborhoods. While providing updated infrastructure and community amenities, smart growth principles also strive to preserve and enhance existing community character by building upon existing design themes and incorporating local culturally significant resources into plan design.

a. Land Use and Development Regulations

The proposed UCSP Land Use and Development Regulations (Chapter VI) include form-based specifications that direct the form and allowable use for subsequent development projects within the UCSP Subdistricts. The regulations contained in Chapter VI of the UCSP are summarized in the Project Description of this EIR, Section 3.4.3. The zoning summary sheets for each of the UCSP's 26 planning Subdistricts are also included in Chapter 3. These sheets contain the allowable FAR, building heights, primary land uses, and required setbacks and stepbacks for each Subdistrict. The following is a general description of the potential building form that could result with the proposed land use and development regulations in the UCSP.

Village District

The Village District, as allowed in the proposed UCSP zoning, would transition from existing mostly low-rise (less than 45 feet in height) commercially zoned blocks along Third Avenue and E Street to mid-rise (up to 45 feet along Third Avenue; up to 60 feet along Fourth Avenue, up to 84 feet along E Street) and mixed-use blocks and mixed-use structures. The existing Municipal Code zoned R-3, Apartment Residential area in the southeast corner of the Village District, would be zoned as Subdistrict V-1 which allows only residential uses at heights up to 45 feet, the same height allowed in the existing R-3 zone. The proposed residential uses and low rise building form in the V-1 Subdistrict would allow a better transition to existing residential uses, outside the Subdistricts Area, than exists today. The northwest corner of the Village District, in Subdistrict V-3, would transition from the existing low and mid-rise CT, Commercial Thoroughfare zone catering to automobile conveniences, to a mixed residential, retail and office use with heights permitted up to 84 feet, subject to the requirements of the NTCD. (Refer to Section 5.1.3.1.b above for a comparison of the existing Municipal Code zoning and the proposed new UCSP zoning for the Village District). These building forms and heights are consistent with the building intensity and heights outlined in the GPU.

Urban Core District

Section 5.1.3.1.b above includes a District-level comparison of the existing Municipal Code zoning and the proposed new UCSP zoning for the Urban Core District. Four subdistricts are proposed as TFAs in the UCSP for the Urban Core District. Two occur on either side of Third Avenue at H Street, in the location of the future planned West Side Shuttle and trolley stop. Heights in this area (Subdistricts UC-1 and UC-2) would transition from the maximum allowable of 45 feet (or higher with CUP west of Third) to heights of up to 84 feet, comprising a shift from low-rise to mid-rise. Land uses at this location would transition from single-use zones of commercial on the west side of Third and apartments on the east side of Third, to a transit-oriented mix of high-density residential, retail and office use. Similar transitions are allowed in the UCSP zoning for the E Street and H Street Trolley stations, however building heights at these locations (Subdistricts UC-12 and UC-15) would transition from low and mid-rise to mid-rise to high-rise, with maximum heights of up to 210 feet allowed pending design review approval. Elsewhere in the Urban Core District, building heights would transition from low and mid-rise to mid-rise, ranging in heights from 45 feet to up to 84 feet. Subdistrict UC-18 permits retail/hospitality uses and allows heights up to 120 feet pending design review approval. The existing multi-family residential areas west of Broadway (zoned R-3 and MHP, with allowable heights up to 45 feet) would be likewise limited in the UCSP zoning regulations to residential use only; but at greater intensification, with heights up to 84 feet (Subdistrict UC-14). Four NTCDs are located within the Urban Core District, in Subdistricts UC-6, UC-8, UC-11 and UC-13. These Subdistricts are subject to special land use compatibility transitioning provisions for parcels adjacent to existing R-1 and R-

2 zones adjacent to the Subdistricts Area boundary. The existing IL, Limited Industrial zoning for the area along the western boundary of the Urban Core District would transition to become part of Subdistrict UC-14 and part of Subdistrict UC-15 (the E Street Trolley TFA). Subdistricts UC-3, UC-8, UC-6 and UC11 are all located off of H Street and are multi-family residential only subdistricts. The subdistricts provide appropriate land use and edge transitions from the more intense uses planned along H Street to the existing residential neighborhoods, outside of the UCSP Subdistricts Area. (Refer to Section 5.1.3.1.b above for a district-level comparison of the existing Municipal Code zoning and the proposed new UCSP zoning.)

Corridors District

Refer to Section 5.1.3.1.b for a District-level comparison of the UCSP zoning and the existing Municipal Code zoning for the Corridors District, and associated change in land use. Existing zoning for the Corridors District along the south end of Third Avenue allows low and mid-rise (up to 45 feet; higher with CUP) single-use commercial office (CO) and central commercial (CC) uses, and residential with a CUP. The UCSP Subdistrict C-1 which overlays this area, would allow integration of retail and office uses, and residential with a CUP at a maximum height of 60 feet. Subdistrict C-1 is also a NTCD which would incorporate special setback and stepbacks for the parcels adjacent to existing R-1 and R-2 zones just east of the Subdistricts C-1. The C-2 and C-3 Subdistricts at the south and north ends of Broadway would similarly permit integration of retail and office uses, residential uses with a CUP, and a maximum height of 45 feet (same as the existing zoning). These areas would be allowed to transition from commercial thoroughfare (CT) uses to primarily mixed retail and office.

Also included on the zoning sheets are indications of special provisions for the NTCDs and TFAs which require additional setbacks, stepbacks and other design measures for certain areas in order to assure land use compatibility. A brief discussion of these special provisions was provided in Section 3.4.3. A more detailed description of the special provisions of the NTCDs and TFAs is provided below which outlines the measures proposed to ensure land use compatibility between the UCSP Subdistricts Areas and adjacent residential neighborhoods.

b. Neighborhood Transition Combining Districts and Transit Focus Areas

In Chapter VI of the UCSP, the Land Use and Development Regulations contain special provisions for NTCDs and TFAs to ensure land use compatibility with adjacent land uses. The NTCD is not a District in the same sense of the three planning Districts described above, but are special provisions on the UCSP zoning regulations that serve to ensure that the character of redevelopment within the UCSP Subdistricts will be compatible with and will complement adjacent surrounding residential areas. The NTCD applies to subdistricts adjacent to existing R-1 and R-2 zones, and are noted on the

appropriate subdistrict zoning sheets. TFAs are areas centered around transit facilities that allow mid, and in limited locations, high-rise structures given special requirements. TFAs are also noted on their respective Subdistrict zoning sheets. Subdistricts V-3, UC-6, UC-11, UC-13, and C-1 and TFAs UC-1, UC-2, UC-12 and UC-15, are subject to the following transition requirements:

- Table 5.1-6 details the required side and rear setbacks from the property line that abuts an R-1 or R-2 zone. If the rear and side setback for the underlying district conflicts with the combining district setback, the more restrictive shall be required. Where such yard is contiguous and parallel with an alley, one-half the width of such alley shall be assumed to be a portion of such yard. Within TFAs, a minimum of 15 feet of rear yard setback for structures up to and over 84 feet in height must be provided.

**TABLE 5.1-6
NTCD REQUIRED SETBACKS FOR REAR/SIDE YARDS**

Structure	Minimum Setback (ft.)
0<45	10
46>55	15
56<65	20
66<75	25
76<85	30
86<95	35
96<105	40

- For every 35 feet in height, the structure shall step back from the property line abutting an R-1 or R-2 district by at least 15 feet. Within TFAs, a building setback of at least 15 feet for every 35 feet in height along property lines abutting residential uses is required. In addition to meeting the setback requirements, no part of the building shall be closer to the property line than a 60-degree plane extending from each stepback line.
- A landscaping plan should include one to three small shade tree(s) for every 3,000 square feet within the rear/side yard and should be located on the site to provide shade/heat gain reduction effect (i.e., trees not to be planted north of the north facing facade of the building.)
- All exterior lighting shall focus internally within the property to decrease the light pollution onto the neighboring properties.
- Screening and/or buffers shall be required to obscure features such as dumpsters, rear entrances, utility and maintenance structures and loading facilities.
- A six-foot solid or decorative metal fence shall be placed on the property line. If the fence is solid, it should be articulated every six to eight feet to avoid presenting a blank wall to the street or adjacent property.

- Building design shall be cognizant of adjacent low density uses (i.e. avoid balconies overlooking rear yards).
- As part of the project design and submittal, developments within TFAs shall conduct studies to assess the effects of light and solar access, shadowing, and wind patterns on adjacent buildings and areas.

c. Development Design Guidelines

The proposed UCSP Development Design Guidelines (Chapter VII) specify requirements for the construction, conservation, adaptive use, and enhancement of buildings and street scenes contained within the Urban Core. The guidelines are intended to assist many users (property owners, merchants, real estate interests, architects, designers and building contractors, vendors and craftsmen, the City of Chula Vista, and other interested persons and organizations) in being responsive to City objectives.

The overarching goals of the Development Design Guidelines are to:

- contribute to a positive physical image and identity of the city;
- promote a visually attractive, safe, and well-planned community;
- create unique identities for each district;
- minimize negative impacts of new development and redevelopment; and
- preserve and maximize the image, character, and history of Chula Vista's Urban Core.

Village District

The guidelines for the Village District aim to retain and enhance the small-town, mixed-use ambience of the traditional Village through rehabilitation of older structures and well-designed new development. Like those for the Urban Core District, the guidelines for the Village District stress pedestrian-oriented site planning and building design, including requiring upper floors to step back to allow sunlight to reach the streets below. The Development Design Guidelines also concentrate on preserving the historic fabric of the area, including providing guidance for those who wish to renovate or add on to existing buildings and promoting design compatibility between infill structures and surrounding buildings. The building form, mass, scale and heights proposed under the UCSP have been developed to be consistent with the policies outlined in the GPU which identify low and mid rise building forms in this area.

Urban Core District

The Urban Core District will serve as the primary business, commercial, and regional center of Chula Vista. The design guidelines for the Urban Core District focus on

accommodating mid- to high-rise development while encouraging an active street life. Specifically, the design guidelines support the development of continuous ground floor retail uses along Broadway and H Street. Such guidelines help ensure that the Urban Core contains a comfortable environment for pedestrians to shop, dine, and recreate. In light of the intensity of land uses and need for parking in the area, design guidelines for the Urban Core District contains a special section devoted to the design of parking structures. The building form, mass, scale and heights proposed under the UCSP have been developed to be consistent with the policies outlined in the GPU which identify low, mid and high rise building forms in this area of the Urban Core.

Corridors District

In contrast with the Urban Core and the Village Districts, the Corridors District is oriented towards the automobile rather than pedestrian traffic. Sections of Broadway and Third Avenue are characterized by minimum 10-foot setbacks, one- or two-story structures, and a high percentage of retail, service, and office development. The guidelines in this chapter focus on promoting quality and diversity in new commercial and residential development and safe and efficient parking and circulation. The building form, mass, scale and heights proposed under the UCSP have been developed to be consistent with the policies outlined in the GPU which identify low and mid rise building forms for this area.

In summary, existing community character in the UCSP Subdistricts Area would change from primarily low-rise with scattered mid-rise single-use commercial and office structures, and multifamily residential uses concentrated west of Broadway, to mostly mid-rise and very limited high-rise (UC- 12, 15, and 18) mixed use commercial-retail-residential uses. In most cases, heights would change one step, from low-rise (up to 45 feet) to mid-rise (45 to 84 feet) or from mid-rise to high-rise (85 to 210 feet). Only in the E Street and H Street trolley locations would the existing height increase from low to high-rise. The NTCD and TFA provisions of the UCSP Chapter VI Land Use and Development Regulations, which apply to the taller mid-rise and high-rise structures, would minimize the effects of any transition to neighboring low-rise commercial or residential uses.

While the UCSP largely retains existing single-use residential areas as single-use residential (e.g., in the V-1 and UC-14 Subdistricts), the integration of residential uses throughout the remaining majority of existing commercial areas would create a different character than the one that currently exists. While this change might be considered substantial, it is not considered to be adverse. A mix of residential, retail and office uses, as that proposed in the UCSP, has the potential to create a positive, dynamic community character, one in which different land uses coincide, augment and complement one another. This mix of uses is intended to implement the new mixed use land use designations and building intensity and heights envisioned the GPU.

In addition, many of the public realm elements identified in the UCSP Chapters V, Mobility and Chapter VIII, Public Realm Design Guidelines, such as provision of paseos to provide walkable access to neighborhoods, reconnecting the street grid in areas that have been previously disrupted, and linking bikeways, sidewalks and urban plazas throughout the urban core serve to integrate the community rather than to physically divide it.

Design Guidelines and the requirements for any development within the NTCDs or TFAs listed above would ensure that the UCSP does not result in a significant adverse impact on community character of the existing residential neighborhoods adjacent to the UCSP Subdistricts Area.

5.1.3.4 Land Use Compatibility

Land use incompatibility may result at the interface of different types and forms of land uses. Some land use types are generally understood to be incompatible, such as heavy industry adjacent to residential. Generally, extremely divergent structural forms are also considered to be incompatible, such as a single-story Craftsman home adjacent to a modern high-rise apartment building.

Potential sources of incompatibility between the proposed UCSP and adjacent land uses are related to mass/scale, noise, shading/lighting, circulation/access, and public safety. The discussion below provides a program-level analysis of these issues for the UCSP by generally outlining the potential impacts and identifying the applicable UCSP regulations and/or guidelines.

a. Mass/Scale

Mass and scale of adjacent structures should generally be similar or complementary in order to be considered compatible. The previous section 5.1.3.2 addressed many of these structural design issues. Provisions in the UCSP, such as siting requirements, height limitations, setback and stepback requirements of the NTCDs and TFAs, and design guidelines for new development and redevelopment within the UCSP Subdistricts would ensure that new development would not result in construction of structures that are incompatible with existing and/or adjacent structures.

In addition, the UCSP allows only multi-family residential and commercial land uses to occupy the Subdistricts. No industrial uses are permitted within the Subdistricts, except some categories of light industry upon approval of a Conditional Use Permit. Due to the form-based approach of the UCSP land use and development regulations, and the market-driven, incremental nature of anticipated development, it is not possible to predict actual land use configuration in terms of adjacency. However, given the general compatibility of commercial land use with multifamily residential use, and the design guidelines and transition district, it can be concluded that land uses allowed in the UCSP

will be generally compatible with the mass/scale and use of existing and/or adjacent land uses.

b. Noise

Noise incompatibility occurs when noise generators are located near sensitive noise receivers. Examples of sensitive noise receivers include residential units, senior facilities, hospitals, churches and schools. Noise generators are any use which would cause noise levels at common property lines with noise sensitive receivers to exceed the limits established by the City's Noise Ordinance, as described in Section 5.9 Noise, of this EIR. The task of identifying future point-source noise generators is too speculative. However, with some certainty it can be assumed that noise associated with buildout of the UCSP would include noise from construction activities and noise from increased vehicular traffic. Area roadways would experience increased noise levels and sensitive noise receivers in close proximity to some of the UCSP's major roadways would be significantly affected. Noise Mitigation Measures 5.9-1, 5.9-2 and 5.9-3, included in Section 5.9 of this EIR, require demonstration of compliance with applicable exterior and interior noise ordinances and policies prior to issuance of an Urban Core Development Permit. These measures will serve to reduce noise impacts, and any land use incompatibility that may arise from them, to below a level of significance. (Refer to Section 5.9 for a more detailed discussion of noise impacts.)

c. Lighting

Light sensitive activities (e.g. sleeping) could potentially be adversely impacted by light in excess of baseline conditions due to buildout of the UCSP and intensification of land use. Potentially significant lighting impacts could result from decorative lighting of buildings or outdoor security lighting. Provisions in the UCSP development regulations and design guidelines seek to control light sources and ensure that light pollution would be minimal, however significant lighting impacts would need to be assured to be below a level of significance prior to project approval through Mitigation Measure 5.2.5-2 of Section 5.2, Landform Alteration and Visual Quality. For each District, the UCSP contains a set of private and public-sector design guidelines (UCSP Chapters VII and VIII) that include lighting requirements to reduce glare, exposure or brightness, angle and depth of field, and duration. These provisions are contained in the Lighting subsection of the District Design Guidelines for each District included in UCSP Chapter VII, Development Design Guidelines. The special provisions for NTCDs and TFAs, include the requirements that "all exterior lighting shall focus internally within the property to decrease the light pollution onto neighboring properties" (p. VI-40). Many lighting sources are encouraged to be timed or motion-sensitized. Conformance to these guidelines is included in Mitigation Measure 5.2.5-2. Refer to the next chapter for a more detailed discussion of lighting impacts.

d. Shading/Solar Access

The proposed UCSP would result in greater intensification of land uses in the urban core, mostly through vertical expansion and increased FAR. As new development and redevelopment proceeds within the UCSP, it is probable that in many locations low-rise simple structures will be replaced with complex, multistory, articulated structures. Solar access incompatibility typically results from one structure blocking an adjacent structure's sunshed or line-of-sight to the sun. Interruption of line-of-sight is typically attributed to structure height and mass. Other factors such as sun angle, time of day, and building aspect also contribute to or detract from solar access. Applicable UCSP development regulations and design guidelines include the form-based zoning regulations in Chapter VI for the individual Subdistricts, the height and siting (stepbacks and setbacks) requirements of the Neighborhood Transition Combining District and the Transit Focus Areas in Chapter VI, and the Sustainability Goals of the Special Design Guidelines in Chapter VII. Due to their allowable heights of 84 feet at Third and H Street, and up to 210 feet at the trolley stations, structures within TFAs pose the greatest concern regarding shade and solar access. The NTCD and TFA special provisions (UCSP p. VI-40) include the requirement "As part of the project design and submittal, development within TFAs shall conduct studies to assess the effects of light and solar access, shadowing and wind pattern on adjacent building and areas." Adherence of future development to these requirements and guidelines will potentially avoid or minimize solar access impacts. Future projects within the Subdistricts Area will be subject to discretionary review prior to approval of UCSPs or other development permits.

e. Circulation

Incompatibility of land use can occur when new land uses create conditions that impair or substantially degrade existing conditions of transport and circulation through an area. The means of getting from one place to another is referred to as "mobility." The UCSP emphasizes pedestrian, bicycling and transit mobility, in that order of priority, over automobile traffic. Many features in the plan enhance pedestrian and cycling opportunities, and several transit features are proposed as well, including new transit stations, a new shuttle service, and new tie-ins to the San Ysidro Trolley. Traffic calming, streetscape improvements, new bike lanes, and new bike storage facilities are features that serve to enhance pedestrian and cycling experience in the Urban Core. An impact analysis of automobile traffic and other modes of transportation is provided in Section 5.8 of this EIR.

The traffic analysis in Section 5.8 identified three roadway segments and 19 intersections within the Subdistricts Area that would experience a decline in level of service to below City threshold as a result of plan implementation. Mitigation Measure 5.8.5.1 regarding intersection improvements, and Mitigation Measure 5.8.5.2 regarding roadway segment improvements would serve to reduce automobile traffic impacts. .

f. Public Safety

Potential incompatibilities may arise when new land uses generate hazards for existing residents of an area. Public safety hazards associated with land use may include use, storage, handling, or disposal of hazardous materials; operation of hazardous machinery; or structural hazards. Structural hazards can be associated with poorly built or damaged structures; however, within the UCSP all subsequent new and re-development projects will comply with existing building codes and seismic retrofitting requirements where necessary. Permitted land uses in the UCSP do not allow operation of hazardous machinery. Design review of Urban Core Development Permits will ensure that suitable and safe land use types are developed. Land uses permitted within the UCSP Subdistricts (as identified in Chapter VII's Land Use Matrix) are mostly commercial and multifamily residential. Some commercial uses may use hazardous materials or generate hazardous waste, such as photography studios, restaurants, medical laboratories, dry cleaners, auto repair shops, print shops, and electronics repair or retail. Were these types of uses to develop within the Subdistricts Area, there would be the potential for hazardous materials impacts. However, these types of non-industrial activities are generally considered to be low-level generators and require special business license permitting and registration of any above ground or underground storage tanks with the County Department of Environmental Health (DEH). The DEH is the local permitting agency for hazardous materials storage, and also conducts monitoring, reporting, investigation, and cleanup of hazardous sites.

Section 5.13 of this EIR addresses hazardous materials and risk of upset. Numerous existing hazardous materials sites of concern were recorded throughout the UCSP area, but concentrated along the Broadway and Third Avenue commercial corridors. Given these existing conditions, new land use development in accordance with the UCSP would not create a significant adverse land use incompatibility.

5.1.4 Summary of Significance Prior to Mitigation

5.1.4.1 Local and Regional Plans and Policies

The UCSP is consistent with the Chula Vista General Plan Update, the Merged Plan Redevelopment Plan, the Broadway Revitalization Strategy, and the Chula Vista Historic Preservation Strategic Plan (as discussed in Section 5.1.3.1). The UCSP is also consistent with all relevant regional plans, including SANDAG's RCP, RTP, CMP, Transit First Study, and Regional Housing Program. It is also consistent with the intent and the goals of the SIP and RWQCB Basin Plan (as discussed in Section 5.1.3.2).

The UCSP is not consistent with the existing Municipal Code Zoning for the urban core; nor is the UCSP consistent with the land use provisions of the Town Centre I Redevelopment Plan. As a required implementing action of the GPU, the UCSP

proposes to provide new zoning as a replacement for the Municipal Code Zoning for the urban core, and to amend the Town Centre I Redevelopment Plan land use section to bring it into conformance with the GPU and UCSP. For these reasons, there would be no conflict. There are no significant plan conformance impacts associated with the UCSP.

5.1.4.2 Community Character and Land Use Compatibility

As discussed in Section 5.1.3.3 and 5.1.3.4, existing community character in the UCSP Subdistricts Area would change from primarily low-rise with scattered mid-rise single-use commercial structures, and multifamily residential uses concentrated west of Broadway, to a mix of low rise, mid-rise and some high-rise mixed use commercial-retail-residential uses. In most cases, heights would change one step, from low-rise (up to 45 feet) to mid-rise (45 to 84 feet) or from mid-rise to high-rise (85 to 210 feet). Only in the E Street and H Street trolley locations would the existing height increase from low to high-rise. The NTCD and TFA provisions of the UCSP Chapter VI Land Use and Development Regulations, which apply to the taller mid-rise and high-rise structures, would minimize the effects of any transition to neighboring low-rise commercial or single-family residential. Integration of residential uses throughout the majority of existing commercial areas as proposed in the UCSP would create a different character than the one that currently exists. While this change might be considered substantial, it is not considered to be adverse. A mix of residential, retail and office uses, as that proposed in the UCSP, has the potential to create a positive, dynamic community character, one in which different land uses coincide, augment and complement one another. In addition, many of the public realm elements identified in the UCSP Chapters V, Mobility and Chapter VIII, Public Realm Design Guidelines, such as provision of paseos to provide walkable access to neighborhoods, reconnecting the street grid in areas that have been previously disrupted, and linking bikeways, sidewalks and urban plazas throughout the urban core serve to integrate the community rather than to physically divide it.

The UCSP (Chapter XI, C, Plan Administration) requires subsequent design review of development projects proposed within the UCSP Subdistricts. Individual development projects would be required to be found in compliance with the Land Use and Development Regulations, and consistent with the Design Guidelines contained in the UCSP. Compliance with the UCSP's Land Use and Development Regulations and Development Design Guidelines, which are consistent with the General Plan Update, would ensure that no significant adverse land use adjacency/community character and planning conformance impacts would result from implementation of the UCSP.

5.1.5 Mitigation Measures

No mitigation is required because there are no significant land use impacts.

5.1.6 Summary of Significance After Mitigation

There are no significant land use impacts.

5.2 Landform Alteration and Visual Quality

The following analysis focuses on the potential impacts to landform alteration and visual quality that would result with implementation of the UCSP.

5.2.1 Existing Conditions

5.2.1.1 Physical Environment

The topography of the UCSP area is relatively flat, with elevations that range from 20 feet above mean sea level (AMSL) to a maximum of 110 feet AMSL. The UCSP area does not contain any significant visual landform features such as rock outcroppings, trees, or mountains. The UCSP area lies approximately two miles east of the southern extent of San Diego Bay. The bay stretches west another half-mile to the Coronado Peninsula which faces open ocean on its west side.

Topographic contours generally trend north-south, roughly paralleling the west and east boundaries of the UCSP area. The lower elevations occur along the western boundary of the UCSP and gradate higher as one proceeds east. Elevations of 60 to 90 feet AMSL cover the central part of the UCSP area and most of the Subdistricts Area. The southeast corner of the UCSP area has the highest elevation, with the area of the Subdistricts Area south of H Street along Third Avenue being the highest at 100 to 110 feet AMSL.

The UCSP area is urbanized and developed with a mixture of public and private land uses, including the South San Diego County Superior Court complex, Norman Park Senior Center, Memorial Park, Friendship Park, Chula Vista Women's Club, the Chula Vista Center, the 60,000-square-foot Park Plaza commercial center, the Chula Vista Civic Center (including Main Branch Library and Central Police Station), and a variety of other office, retail, and residential uses.

5.2.1.2 Visual Character

The UCSP Subdistricts Area consists largely of commercial corridors along Third Avenue, E Street, H Street and Broadway. Multi-family apartments comprise the primary residential land use type within the Subdistricts Area and are largely concentrated west of Broadway. Several older residential structures also exist within the UCSP Village District surrounding the Third Avenue commercial properties.

Many of the structures within the UCSP area were constructed in the 1960's and 1970s and reflect the low and mid-rise, boxy architecture of that time period. In addition, as discussed in Section 5.3 of this EIR, Cultural Resources, several structures were constructed prior to 1950 and represent the early period of commercial development of the City. Many of the

structures and areas within the UCSP area have become dilapidated or underutilized due to lack of commercial vitality. These blighted areas have been the target of several City redevelopment programs in the past as discussed in this EIR in Section 5.1, Land Use. Redevelopment programs are intended to revitalize older commercial, industrial, and residential areas. Despite past efforts by the City to revitalize urban core neighborhoods, conditions have remained blighted in many areas.

The proposed UCSP Subdistricts Area encompasses three planning districts: the Village District, the Urban Core District, and the Corridors District. For ease of comparison between existing conditions and proposed allowable conditions, the following discussion of existing visual character is grouped by the geographic area corresponding to the UCSP planning districts.

a. Village District

Existing characteristics of the Village District consist of the traditional Third Avenue business district of shops and offices and wide sidewalks along Third Avenue, as well as smaller residential housing units in surrounding streets. The Village District is the traditional core of the City and contains several older mostly low-rise (up to 45 feet in height) commercial and residential structures, some of which are representative of historically interesting architecture. A village archway exists on Third Avenue at G Street marking the entrance to the traditional downtown area.

Photographs 4-1 and 4-2 in Chapter 4 of this Program EIR are representative views of downtown Third Avenue's pedestrian-oriented specialty shops, restaurants, and small businesses that primarily serve local residents. Photograph 4-3 shows a representative view of the area where the City's Civic Center, central library, and police headquarters are located along Third and Fourth Avenues between E and G Streets. The area shown in Figure 4-3 lies within the Town Centre I Redevelopment Plan area and has been the focus of active revitalization efforts in the last decade. (Refer to Figure 5.1-4 for a map of the redevelopment plan areas within the UCSP Subdistricts Area.)

b. Urban Core District

The Urban Core District includes the Chula Vista Center shopping mall, medical facilities, South County Regional Complex, offices, commercial businesses, and some residential. Additionally, the Urban Core District is characterized by low-rise multi-family housing extending from C to I Streets; mobile home parks between F and G Streets; three roadway connections to the Bayfront (E, F, and H Streets); a lack of accessible park facilities; and poor pedestrian connectivity crossing I-5 to the Bayfront or to Broadway.

Along segments of Broadway, current assets, such as the palm-lined streets, accessibility to I-5 and trolley stations, proximity to downtown, and views to the bay, are often overshadowed by negative influences such as deteriorating streetscapes and signage along

the corridor segments. Photograph 4-5 of Chapter 4 of this EIR shows a representative view of H Street near Chula Vista's regional shopping mall. Photographs 4-4 and 4-6 show representative views of Broadway's auto-oriented commercial strip malls, auto repair and service uses, and lodging in the western portion of the District.

Residential areas west of Second Avenue and north of I Street are considered to be in transition with portions of these areas zoned and developed with large- and small-scale multi-family residential. Areas of commercial, industrial, and institutional lands (including parks) establish the remaining areas. Streets and freeways account for an estimated 30 percent of the area.

c. Corridors District

The Corridors District consists mainly of retail establishments and professional offices along Third Avenue south of H Street, along Broadway south of I Street, and north of approximately D Street. Photographs 4-4 and 4-6 of Chapter 4 of this EIR shows representative views of the auto-oriented commercial strip along Broadway. As reflected in Photographs 4-4 and 4-6, the visual character of the commercial strip along Broadway is not very distinctive or thematic and generally reflects that typical of older, automobile-priority commercial streetscapes with repetitive architecture.

5.2.1.3 Landform and Visual Policies

a. Chula Vista General Plan Update

The Land Use and Transportation Element (LUT) of the City's General Plan Update includes the following citywide objectives and policies regarding landform and visual quality:

Objective LUT 13

Preserve scenic resources in Chula Vista, maintain the City's open space network, and promote beautification of the City.

Policies

- LUT 13.1: Identify and protect important public viewpoints and viewsheds throughout the planning area, including features within and outside the planning area, such as mountains, native habitat areas, San Diego Bay, and historic resources.
- LUT 13.2: Continue to implement the City's planned open space network.
- LUT 13.4: Any discretionary projects proposed adjacent to scenic routes, with the exception of individual single-family dwellings, shall be subject to design review to ensure that the design of the development proposal

will enhance the scenic quality of the route. Review should include site design, architectural design, height, landscaping, signage, and utilities. Development adjacent to designated scenic routes should be designed to:

- Create substantial open areas adjacent to scenic routes through clustering development;
- Create a pleasing streetscape through landscaping and varied building setbacks, and
- Coordinate signage, graphics and/or signage requirements, and standards.

Objective LUT 9

Create enhanced gateway features for City entry points and important other entries, such as to special districts.

Policies

LUT 9.2: The City will prepare, or cause to have prepared, entryway/gateway master plans for each of the identified entryways/gateways within the City to appropriately guide development within these areas. These master plans will provide design guidelines and standards for public improvements, as well as for private or public development within these designated areas. Examples may include enhanced pavement and/or sidewalk standards, enhanced landscape standards, thematic sign standards, and special architectural standards for buildings or other structures.

The City will prepare a General Plan Implementation Program to assure establishment of these gateway master plans, which Program will also include interim provisions for the processing of any projects within these areas prior to completion and adoption of the according entryway/gateway master plan.

LUT 9.3: As part of the approval process for projects within designated city entryway/gateway areas, the City shall confirm that the design conforms to applicable entryway/gateway design guidelines and standards.

Objective LUT 8

Strengthen and sustain Chula Vista's image as a unique place by maintaining, enhancing and creating physical features that distinguish Chula Vista's neighborhoods, communities, and public spaces, and enhance its image as a pedestrian-oriented and livable community.

Policies

- LUT 8.1: Develop a program to enhance the identity of special districts and neighborhoods to create variety and interest in the built environment, including such items as signage, monuments, landscaping and street improvements.
- LUT 8.2: Emphasize certain land uses and activities, such as cultural arts, entertainment, specialty retail, or commercial recreation, to enhance or create the identity of specialized districts or Focus Areas in the City.
- LUT 8.3: Ensure that buildings are appropriate to their context and designed to be compatible with surrounding uses and enhance the desired character of their district.
- LUT 8.4: Encourage and require, where feasible, the incorporation of publicly accessible urban open spaces, including parks, courtyards, water features, gardens, passageways, paseos, and plazas, into public improvements and private projects.
- LUT 8.5: Prepare urban design guidelines that help to create pedestrian-oriented development by providing:
- Pedestrian circulation among parcels, uses, transit stops, and public or publicly accessible spaces;
 - Human scale design elements;
 - Varied and articulated building facades;
 - Visual (first floor clear glass windows) and physical access for pedestrians;
 - Ground floor residential and commercial entries that face and engage the street; and

- Pedestrian-oriented streetscape amenities.

- LUT 8.6: Develop a master plan for artwork in public places that would identify the types of art desired and establish appropriate settings for the display of art, including within public rights-of-way and landscape medians.
- LUT 8.7: Ensure that vacant parcels and parcels with unsightly storage uses, such as auto salvage yards, are appropriately screened from the street to reduce their negative visual effects.
- LUT 8.8: Encourage the upgrading, beautification, and revitalization of existing strip commercial areas and shopping centers.

Objective LUT 10

Create attractive street environments that complement private and public properties, create attractive public rights-of-way, and provide visual interest for residents and visitors.

Policies

- LUT 10.1: The City shall create unique landscape designs and standards for medians for each major thoroughfare to distinguish each from the other and to provide a special identity for districts and neighborhoods.
- LUT 10.2: The landscape designs and standards shall include a coordinated street furniture palette including waste containers and benches, to be implemented throughout the community at appropriate locations.
- LUT 10.3: Provide a well-designed, comfortable bus stop for use throughout the City.
- LUT 10.4: Prior to the approval of projects that include walls that back onto roadways, the City shall require that the design achieves a uniform appearance from the street. The walls shall be uniform in height, use of materials and color, but also incorporate elements that add visual interest, such as pilasters.
- LUT 10.5: Require undergrounding of utilities on private property and develop a priority-based program of utility undergrounding along public rights-of-way.

- LUT 10.6: Study the locational requirements of utility, traffic control and other cabinets and hardware located in the public right-of-way to determine alternative locations for these items in less obtrusive areas of the street environment.
- LUT 10.7: Work with utility providers to coordinate the design of utility facilities (e.g., substations, pump stations, switching buildings, etc.) to ensure that the facilities fit within the context of their surroundings and do not cause negative visual impacts.

Objective LUT 11

Ensure that buildings and related site improvements for public and private development are well-designed and compatible with surrounding properties and districts.

Policies

- LUT 11.1: Promote development that creates and enhances positive spatial attributes of major public streets, open spaces, cityscape, mountain and bay sight lines, and important gateways into the City.
- LUT 11.2: Promote and place a high priority on quality architecture, landscape, and site design to enhance the image of Chula Vista, and create a vital and attractive environment for businesses, residents and visitors.
- LUT 11.3: The City shall, through the development of regulations and guidelines, ensure that good project landscape and site design creates places that are well-planned, attractive, efficient, safe and pedestrian friendly.
- LUT 11.4: Actively promote architectural and design excellence in buildings, open space, and urban design.
- LUT 11.5: Require a design review process for all public and private discretionary projects (which includes architectural, site plan, landscape and signage design) to review and evaluate projects prior to issuance of building permits to determine their compliance with the objectives and specific requirements of the City's Design Manual, General Plan, and appropriate zone or Area Development Plans.

In addition to citywide policies, the following GPU policies address the maintenance and preservation of the existing visual quality of the Urban Core Subarea:

- LUT 49.10: Support the development of public and private recreation and urban parks that include pedestrian-oriented plazas, benches, other streetscape amenities and, where appropriate, landscaped play areas.
- LUT 49.11: Establish locations within focus areas where the permitted heights and densities are greater than in locations adjacent to single-family areas.
- LUT 49.12: Establish standards for transitions in building height that respond to public view corridors and proximity to single-family areas.
- LUT 49.13: Limit high-rise development to the two transit-oriented mixed use areas near the E Street and H Street transit stations.
- LUT 49.14: Conduct a special study to examine the potential for higher land use intensities and taller buildings along the H Street Transit Focus Corridor between Interstate 5 and Third Avenue, and which will also address compatibility issues with adjacent stable neighborhoods. The precise boundaries will be established at the time of the study, and all land use policies contained in this General Plan shall apply until modified as a result of study findings and appropriate amendments to this Plan.
- LUT 49.15: Recognize that different portions of the Urban Core Subarea have a desirable character, and develop specific plans and programs to strengthen and reinforce their uniqueness. Develop land use, density, special design features, and building guidelines for appropriate Focus Areas.
- LUT 49.16: Prepare urban form guidelines and standards for development as part of the Urban Core Specific Plan.
- LUT 49.17: With the adoption of the Urban Core Specific Plan, establish policies, development standards, and/or design guidelines in the Urban Core Specific Plan to address where high-rise buildings should be concentrated, how to establish and/or reinforce pedestrian-scaled development, and how site and building design should respond to public view corridors.
- LUT 49.18: With the adoption of the Urban Core Specific Plan, establish design standards for mixed use development that achieves a high quality pedestrian-scaled environment and promotes side or rear located

parking areas, streetfront windows and entries, and public and private open space.

- LUT 49.19: With the adoption of the Urban Core Specific Plan, create a pedestrian-oriented realm by requiring retail or public uses at the ground floor of buildings.
- LUT 49.20: Encourage the linkage and integration of new development with existing neighborhoods by means of open space areas, parks, and pathways as a means of enhancing pedestrian connections.
- LUT 49.21: Where a park, natural open space, or urban open space exists adjacent to or near a transit-oriented development, these features should be incorporated into the development as open space amenities.
- LUT 49.23: Specific Plans should identify building and site design guidelines for commercial or mixed use areas to include the height above which buildings must step back; the location of the building's horizontal articulation; and other design elements.
- LUT 49.24: Reinforce or encourage the establishment of a strong pedestrian orientation in designated districts, activity centers, and pedestrian-oriented focus areas, so that these areas may serve as a focus of activity for the surrounding community and a focus for investment in the community.

5.2.2 Criteria for the Determination of Significance

The proposed project would result in a significant impact to landform alteration/aesthetics if it would:

- Criterion 1: Have a substantial adverse effect on a scenic vista, or substantially damage scenic resources, including, but not limited to, trees, and rock outcroppings and historic buildings within a scenic highway.
- Criterion 2: Result in architecture, urban design, landscaping, or landforms that negatively detract from the prevailing aesthetic character of the site or surrounding area; or that substantially degrade existing visual character or quality of the site (including blue sky views and solar access) and its surroundings.
- Criterion 3: Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

5.2.3 Impacts

5.2.3.1 Scenic Resources and Vistas

- **Criterion 1: Have a substantial adverse effect on a scenic vista, or substantially damage scenic resources, including, but not limited to, trees, and rock outcroppings and historic buildings within a scenic highway.**

The UCSP area does not contain any significant visual landform features such as rock outcroppings, trees, or mountains. A village archway to the traditional downtown area at H Street and Third Avenue comprises the only existing scenic resource within the UCSP area. Chula Vista has several designated Scenic Roadways, where views of unique natural features and roadway characteristics, including enhanced landscaping, adjoining natural slopes, or special design features make traveling a pleasant visual experience. However, there are no Scenic Roadways designated within the UCSP boundary.

While the UCSP area currently contains only the Village archway as a scenic resource, in accordance with the GPU (Objective LUT 9), the UCSP has identified four Primary Gateways within the UCSP Subdistricts Area. In addition, through the planning process of the UCSP, two Secondary Gateways have been identified for the urban core that were not identified in the GPU. Primary and secondary gateways are scenic entrance features which serve to facilitate movement and provide access to the urban core.

a. Urban Core Gateways

The UCSP is consistent with the GPU in identifying the four following Primary Gateways in the UCSP Subdistricts Area (UCSP, Chapter VIII).

Primary Gateways

Interstate 5 and E Street/Marina Parkway

Interstate 5 and F Street

Interstate 5 and H Street

Third Avenue and E Street

As shown in Figure 5.2-1, the primary gateways are located at three significant entrance points along the I-5 corridor and at the entrance into the Village District. The design of these gateways envisions a grand scale, substantial design imagery, bold display of the City logo, and text describing directions to key locations within the Village and Urban Core Districts.

The secondary gateways proposed in the UCSP are located at H Street and Third Avenue in the Urban Core District, and Fourth Avenue and C Street outside of the Subdistricts Area within the UCSP Study Area (refer to Figure 5.2-1). These secondary entrances are to be smaller in scale, more simple in design, and incur less of a visual impact than primary

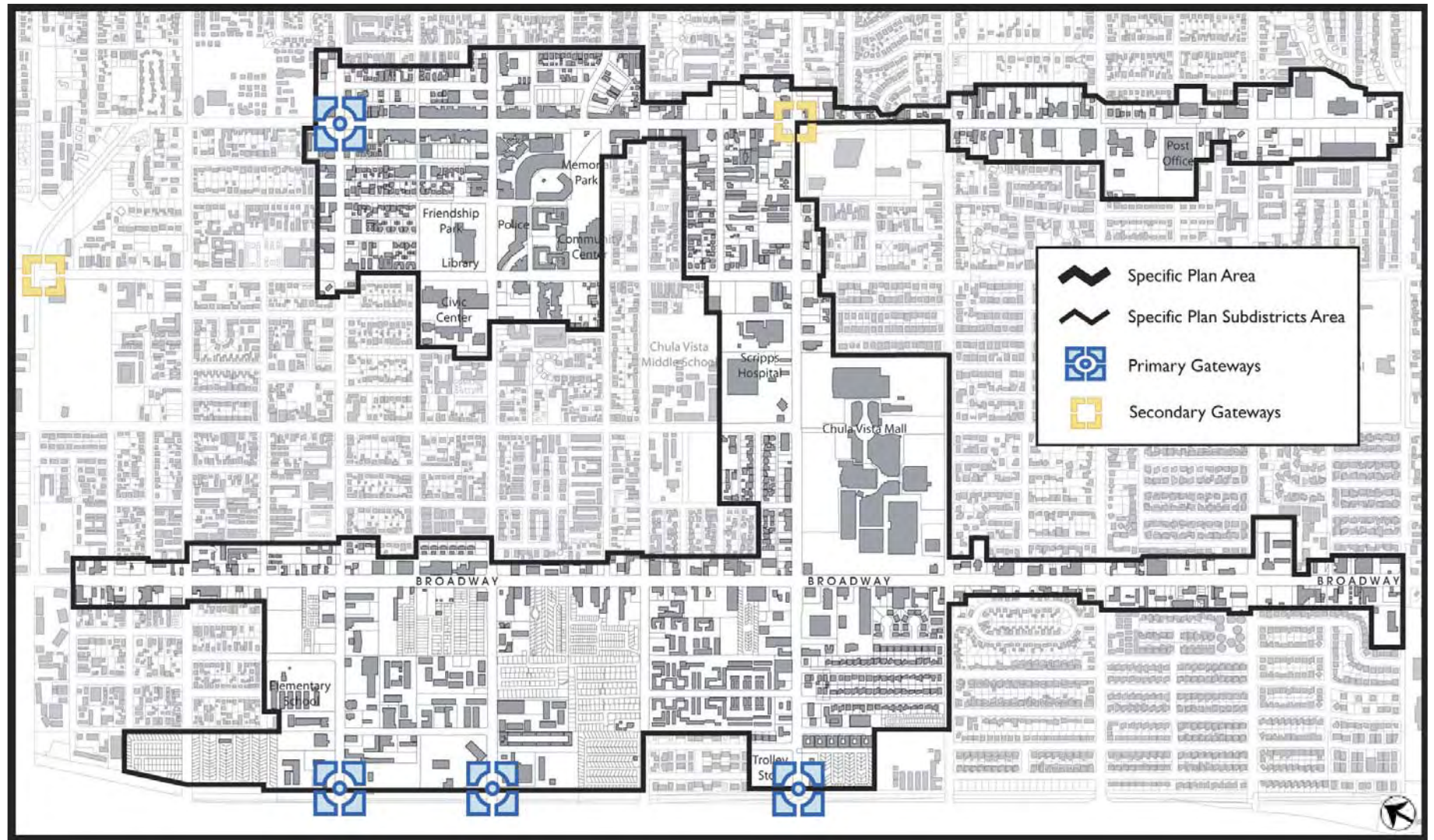


FIGURE 5.2-1
UCSP Entryways and Gateways

gateways, as these areas are located adjacent to residential neighborhoods. The UCSP advises that care should be taken during the design process to ensure that the H Street and Third Avenue entrance feature does not interfere with the existing Third Avenue village archway.

The following guidelines from the UCSP (Chapter VIII, pp. VIII-46-VIII-47) are to be used in developing the exact designs for both the primary and secondary entrance features. The UCSP establishes the use of these special design treatments, which include themed signage, landscape and architectural design enhancements, and other elements to signify arrival into the City and progression to key destinations along these gateway streets. Actual design elements and materials would be consistent although not necessarily exact in design and treatment. These guidelines were developed in conjunction with the Urban Core Advisory Committee and community representatives during the UCSP preparation process:

1. Gateways and entryway areas should assist and enhance the visitors' experience when entering into the Urban Core area. These features serve as landmarks and should be of quality design and materials.
2. Use similar treatment along I-5 gateways and provide a unique tie in and transition to the Bayfront area.
3. Incorporate the pacific flyway theme representing birds, flight, wings, kites, aviation.
4. Explore Chula Vista's early California ranch and lemon groves/citrus history in the design theme.
5. Incorporate the City logo.
6. Design for extended durability, low maintenance, and resistance to vandalism.
7. Gateways can provide an opportunity for architectural features, monuments, public art, banners, signs, and lighting features.
8. The design should incorporate appropriate streetscape design elements, such as special paving, decorative lighting, and landscaping, as recommended for the District in which each gateway is located.
9. Incorporate public art and local artistic expression.
10. The design of entry and way-finding features should be unique to the Urban Core area.
11. Color and design should tie into future marketing materials, banners, etc.
12. The words "Chula Vista" should be the largest font and dominant word on the gateway monument.

Additional guidelines for the Third Avenue and E Street primary gateway in the Village District include the following:

1. Establish an individual/different theme for Third Avenue.
2. Incorporate some Art Deco/Art Moderne influences.
3. Tie in with existing Village branding efforts.
4. The gateway monument design should exemplify a traditional downtown archway to complement the existing archway located at G Street and Third Avenue.

Since there are no scenic vistas or designated Scenic Roadways within the UCSP boundary and the UCSP establishes design standards to enhance the view corridors at the primary and secondary gateways while preserving and complementing the existing Third Avenue archway within the UCSP area, no significant impacts to scenic vistas or scenic resources would result from implementation of the UCSP.

5.2.3.2 Visual Character

- **Criterion 2: Result in architecture, urban design, landscaping, or landforms that negatively detract from the prevailing aesthetic character of the site or surrounding area; or that substantially degrade existing visual character or quality of the site (including blue sky views and solar access) and its surroundings.**

The UCSP contains land use and development regulations (UCSP, Chapter VI) and development design guidelines (UCSP, Chapter VII) that outline allowable and recommended parameters for the development of the Subdistricts Area. The permitted uses are outlined in a Land Use Matrix (UCSP, Chapter VI, pp. V-5 – VI-9) and the maximum allowable development is based on the Floor Area Ratios (FAR) and “Use Requirements” provided in the development regulations. In addition, the development regulations set the minimum and maximum building heights, the requirements for stepbacks, lot coverage, open space requirements, parking regulations, and minimum and maximum setbacks. Figures 3-4 through 3-29 in the Project Description provide the development regulations (zoning) that would be established with the adoption of the UCSP for each of the 26 subdistricts. The purpose of the development design guidelines, referred to as the Design Manual, is “. . . to specify requirements for the construction, conservation, adaptive use, and enhancement of buildings and street scenes contained within Chula Vista’s urban core” (UCSP, p. VII-1).

The UCSP land use regulatory and design provisions do not apply to existing structures not undergoing any anticipated improvements, nor to areas outside of the Subdistricts Area. The area surrounding the UCSP Subdistricts Area is currently zoned for and occupied by

stable residential neighborhoods. Current Municipal Code residential zoning regulations will continue to apply to this area. The current residential zoning regulations are single-use residential zones that do not permit commercial development or mixed-use. Therefore, the visual character of the area outside of the Subdistricts Area is not expected to change.

The following discussion evaluates the anticipated change in visual character of the three Districts that comprise the UCSP Subdistricts Area, as allowed by the UCSP development standards and design guidelines.

a. Village District

The future visual character of the Village District would be shaped by the UCSP land use and development regulations and development design guidelines. The Village District design goals include promoting sound architectural practices, retaining or repeating traditional façade components, developing a steady rhythm of façade widths, creating a comfortable scale of structures and supporting pedestrian-oriented activity at the sidewalk and amenity areas. Building setbacks would be used to accommodate active public uses such as outdoor dining and building indentations should create small pedestrian plazas along the streetwall, particularly on Third Avenue. Mid-block pedestrian paseos and linkages to parking lots, activity areas, or alleys are encouraged when possible. Parking lots would be located to the rear of buildings, subterranean, or in parking structures.

Multiple-use structures, with retail on lower floors and residential or non-retail commercial on upper floors, are required along E Street and Third Avenue. Building heights will range from low-rise (up to 45 feet in height) in the V-1 and V-2 subdistricts, with taller, mid-rise buildings (up to 84 feet in height) in the V-3 subdistrict. Heights begin to transition again in the V-4 subdistrict (up to 60 feet in height) adjacent to residential areas west of Fourth Avenue. Mid-rise buildings are required to step back at least 15 feet from the streetwall at a minimum height of 35 feet to create a pedestrian scale along major streets. Building heights should vary and enhance public views, and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds (UCSP, p. VII-13).

One of the goals of the design guidelines in the Village District is to retain or repeat traditional façade components. Changes to structures will, and need to, occur over time. The concern is that these changes do not damage the existing traditional building fabric and that the results of building renovation enhance the overall design integrity of the building. Section 6 of the Village District Guidelines, Building Additions and Renovation Guidelines, (UCSP, pp. VII-30 – VII-35), provides guidance for renovation of or additions to existing older commercial buildings in the Village District, and promotes design compatibility between infill structures and surrounding buildings. New infill structures are encouraged to use traditional facade components, such as bulkheads, arches, plazas, and balconies, to create patterns and alignments that visually link buildings within a block, while allowing individual identity of each building.

This vision of the future Village District differs markedly from the existing visual character. While many of the older commercial structures are planned to be retained and rehabilitated, the majority of the Village District will undergo a substantial intensification in land use to accommodate projected residential and commercial growth. The massing, heights and densities of existing land use will generally increase, resulting in a more intensified urban character. Most notably, currently zoned and occupied single-category land uses could be replaced by mixed-use projects that combine commercial/office and high-density residential within the same structure or as components mixed within the same block.

A comparison of existing Municipal Code zoning and the proposed UCSP zoning is provided in section 5.1.3.1.b of this EIR, and a comparison of existing and proposed land use/community character is provided in section 5.1.3.3. These discussions depict the physical changes that would occur with implementation of the UCSP. To summarize, the Village District, would transition from existing mostly low-rise (up to 48 feet in height) commercially zoned blocks along Third Avenue and E Street to low and mid-rise (45 feet along Third Avenue; 60 feet along Fourth Avenue, and up to 84 feet along E Street) mixed-use commercial/office/high-density residential blocks and structures. The existing apartments in the southeast corner of the Village District (Subdistrict V-1), would remain zoned exclusively for residential at the same height allowed in the existing R-3 zone, 45 feet. In the west end of E Street, the special provisions of the NTCD Subdistrict V-3 would ensure compatibility of the proposed mixed commercial/office and high-density residential uses with existing neighboring residential uses through the setbacks, stepbacks, and other criteria contained in the NTCD regulations (UCSP, Chapter VII), as outlined in section 5.1.3.3.b of this EIR.

While these physical changes might be considered substantial, they are not considered to be adverse, given adherence to UCSP development regulations and design guidelines for the Village District. The mix of residential, retail and office uses in accordance with quality architectural design guidelines envisioned in the UCSP, has the potential to create a positive, aesthetically appealing visual character, one in which different visual elements of the landscape coincide, augment and complement one another. However, due to increased building heights and mass, existing blue sky views and solar access may be affected. The changes to blue sky views, sun and wind access would be reduced through provisions in the Village District design guidelines and NTCD regulations that require minimization of obstruction of views, upper-level stepbacks, and articulated and varied roof shape. In addition, the special regulations for mixed-use projects (UCSP, Chapter VI, Section H, p. VI-44) require that all mixed-use projects “minimize the effects of any exterior noise, odors, glare, and other potentially significant effects,” including, shading, loss of light and wind.

In order to demonstrate the potential change in the aesthetic character and illustrate the future UCSP vision of the Village District and other UCSP Districts, a visual analysis was prepared using site photographs and computer-generated three-dimensional project modeling. The resulting photorealistic visual simulations represent how individual projects

within the UCSP could develop. The photosimulations illustrate future conditions with street oriented infill development, increased pedestrian activity, and alternate forms of transportation and portray many improvements over the existing conditions including the redevelopment of existing stores, public street improvements, street trees, benches, new sidewalks, and enhanced pedestrian crossings. The provision of streetscape and other public improvements and amenities are included in Chapters V, VIII and XI of the UCSP, and are discussed in this EIR in section 3, Project Description, and in section 5.8 Traffic and Circulation.

Figure 5.2-2 depicts the intersection of Third Avenue and Davidson Street looking north in the Village District. The existing condition is shown in the top photograph and depicts an area consisting of one-story retail and professional buildings along the frontage of the streets with parking on both sides of Third Avenue. The middle image in Figure 5.2-2 shows an unspecified interim condition with street improvements, improved streetscapes and redevelopment of existing shops. The lower image in Figure 5.2-2 depicts the ultimate vision for the Village District, with additional quality redevelopment in an Art Deco theme. Also depicted in the lower image is a livelier pedestrian environment and stronger sense of neighborhood established by the visual elements and building forms of the area.

The images of future conditions depicted in the photographic simulations are representative of the type of development that may occur. Although the specific types of subsequent development projects are not known at this time, all subsequent development projects will be required to comply with the UCSP regulatory and design provisions prior to issuance of an Urban Core Development Permit or other discretionary permit in order to ensure that the prevailing aesthetic character of the Village District is not adversely and significantly affected.

b. Urban Core District

The goals for the design of the Urban Core District include creating a comfortable scale of structures, maintaining sunlight exposure and minimizing wind on the street level and distinguishing between upper and lower floors. Buildings would be designed with uniform front façade heights in order to create a continuous streetwall with store fronts and building entries facing the major roadways, Broadway Avenue and H Street, while side setbacks would be dedicated to plazas that focus on hardscape rather than landscaping.

Multiple-use structures, with retail on lower floors and residential or non-retail commercial on upper floors are permitted. Buildings over 60 feet are required step back from the streetwall “shoulder” at least 15 feet (UCSP, p. VII-58). The physical design of building façades should vary at least every 300 linear feet. The distinction between upper and lower building levels would be made by maintaining a storefront level with a much greater window area than the upper stories as well as attractive storefront signage, accessories, landscaping, and lighting.



Existing conditions



Public street improvements: street trees, benches, new sidewalks, resurfaced streets, enhanced pedestrian crossings, decorative street lights, outdoor dining. Redevelopment of existing stores.



Art Deco themed redevelopment, pedestrian activity along street, bike travel.

FIGURE 5.2-2
Intersection of Third Avenue and
Davidson Street Looking North

The majority of the building heights permitted in the Urban Core subdistricts (16 of 19) range from a maximum height of up to 45 feet (i.e., low-rise structures) to up to 84 feet (i.e., mid-rise structures). The UC-18 subdistrict at the E Street Gateway would allow structures ranging from 45 to up to 120 feet. In two Urban Core subdistricts designated as Transit Focus Areas (UC-12 and UC-15), the building heights could range from 45 feet to 210 feet.

The principal reason for allowing high-rise structures at these two primary gateways (E Street and H Street gateways at Interstate 5) is consistent with the recommendation in the GPU (page LUT-91) of creating “landmarks and skyline for key areas of the City, and punctuate them as vibrant, active and successful community centers”. High-rise buildings would be subject to the additional provisions of TFAs (refer to section 5.1.3.3.b), as well as special design review criteria for buildings in excess of 84 feet in height (UCSP, p. XI-3). The NTCD regulations provide measures such as increased setbacks, stepbacks, lighting, landscaping, and screening measures for future development adjacent to R-1 and R-2 existing single family zones or within TFAs. Of the 19 subdistricts within the Urban Core District, four are subject to the NTCD special provisions (UC-6, UC-8, UC-11, UC-13), which are designed to ensure that the character of development within these subdistricts are compatible with and complementary to surrounding existing residential areas, as described in section 5.1.3.3.b of this EIR.

The special regulations for TFAs include increased setbacks, stepbacks, lighting, landscaping and screening measures for future multi-modal transit-oriented development. In addition, as part of project design and submittal, developments within TFAs are required to conduct studies to assess the effects of light and solar access, shadowing, and wind patterns on adjacent buildings and areas. Four of the 19 Urban Core District subdistricts have been designated as TFAs (UC-1, UC-2, UC-12, and UC-15). The NTCD regulations provide measures such as increased setbacks, stepbacks, lighting, landscaping, and screening measures for future development adjacent to R-1 and R-2 existing single family zones or within TFAs. A lengthier discussion of the NTCD and TFA special provisions is provided in the land use discussion in this EIR in Section 5.1.3.3.b.

The vision of the Urban Core District allowed by the UCSP differs substantially from the existing visual character of the area, primarily due to the intensification of land use (increased heights, mass, and density) and integration of residential with commercial and office uses. The comparison of existing and proposed zoning and land use, provided in sections 5.1.3.1.b and 5.1.3.3, illustrate the physical changes that would occur within the Urban Core District with implementation of the UCSP. Generally, the Urban Core District would transition from single-use commercially zoned blocks along H Street and Broadway to primarily mid-rise mixed commercial/office and residential uses. Two areas currently zoned and occupied by low-rise commercial and light-industrial uses would change to multi-modal transit focused commercial/office/high-density residential uses in structures up to 210 feet in height. Existing low-rise mobile homes and apartment residential areas west of Broadway are allowed in the UCSP to be occupied exclusively by residential uses at higher heights,

mass, and density (permitted heights would increase from 48 feet to 84 feet). Generally, changes in the Urban Core District would result in a more intensified urban visual character.

Due to increased building heights and mass, existing blue sky views and solar and wind access may be affected. The changes to blue sky views, sun and wind access would be reduced through provisions in the Urban Core District guidelines that require projects to “minimize obstruction of views from adjoining structures, and provide adjacent sites with maximum sun and ventilation and protection for the prevailing winds” (UCSP, p. VII-58). Increased corner setbacks, upper-level setbacks, and articulated and varied roof shapes are also encouraged in the Urban Core District Guidelines (UCSP, p. VII-58 – VII-61). Further solar and wind access provisions are required in the NTCD and TFA regulations described above (affecting Urban Core subdistricts UC-6, UC-8, UC-11, UC-13 and UC-1, UC-2, UC-12, and UC-15, respectively), which require subsequent development to conduct studies to assess the effects of light and solar access, shadowing, and wind patterns on adjacent buildings and areas (UCSP, p. VI-41).

The intensification of the Urban Core's urban visual character is illustrated in Figures 5.2-3 and 5.2-4. Figures 5.2-3 and 5.2-4 provide a visual comparison of the existing conditions and resulting photosimulations of future conditions for two street segments in the Urban Core District. Figure 5.2-3 shows the existing conditions on H Street looking east towards Fifth Avenue in the top image. The existing condition in this photo depicts one- and two-story professional offices on the north side of H Street and the Chula Vista Mall parking lot on the south side of H Street. The middle image of interim conditions depicts completed public street improvements (including wider sidewalks, resurfaced streets, decorative street lights, planted medians, and class II bike lanes) as well as new street oriented mid-rise development.

Figure 5.2-4 shows the roadway segment of F Street looking east within the Urban Core District. The existing condition in this area, shown in the top image in Figure 5.2-4, consists of power lines above ground, vacant lots, and businesses with a parking lot in the front of the building. The buildout of this area as envisioned in the UCSP includes possible mid-rise structures with commercial and office uses on the ground floor, with high-density residential on the upper floors (refer to bottom image in Figure 5.2-4). Interim conditions as depicted in the middle image of Figure 5.2-4 show the completion of public street improvements and incremental new street-oriented development.

The proposed mix of residential, retail and office uses permitted for the Urban Core District in accordance with the UCSP's architectural design guidelines, has the potential to create a positive, aesthetically appealing visual character, albeit one that differs substantially from the existing visual character. The photosimulations of future conditions depicted Figures 5.2-3 and 5.2-4 are representative of the type of development that may occur; however the specific types of subsequent development projects are not known at this time. All subsequent development projects will be required to comply with the UCSP regulatory and design provisions prior to issuance of an Urban Core Development Permit or other

FIGURE 5.2-3
H Street Looking East Towards Fifth Avenue



Existing conditions



Public street improvements: street trees, benches, bike racks, new wider sidewalks, resurfaced streets, decorative street lights, class II bike lanes, underground power lines. New street oriented development.



Street oriented infill development, increased pedestrian activity, alternate forms of transportation.

FIGURE 5.2-4
F Street Looking East

discretionary permit in order to ensure that the prevailing aesthetic character of the Urban Core District is not adversely and significantly affected.

c. Corridors District

In contrast with the Urban Core and the Village Districts, the Corridors District contains three separate and distinct areas along Broadway and Third Avenue that are more oriented towards automobile than pedestrian traffic. The district is characterized by low-rise structures with retail, service, office, and residential uses lining the peripheral ends of Broadway and Third Avenue. The design guidelines focus on developing a cohesive blend of high-quality new commercial and residential development.

The heights and setbacks in the Corridor District should vary from adjacent or adjoining buildings to ensure diversity in building type. One-story buildings along Broadway and Third Avenue should be placed close to the sidewalk to reinforce a pedestrian scale. Two-story buildings should be located farther away from the sidewalk and use a plaza as a transition from the right of way to the building. The maximum building height in the Corridor District is 45 feet. Building heights should enhance public views, minimize obstruction of views from adjoining structures, and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.

The physical changes that would occur in the Corridors District include the change from low and mid-rise single-use commercial office and central commercial uses to mid-rise mixed use, primarily retail and office uses (with limited residential uses with a CUP) at maximum heights of 60 feet at the south end of Third Avenue and 45 feet (same as the existing zoning) at the south and north ends of Broadway in the C-2 and C-3 subdistricts. At the south end of Third Avenue, in the C-1 Subdistrict, the special regulations of the NTCD would ensure compatibility of the proposed mixed retail/office uses with adjacent existing residential uses. (NTCD setbacks, stepbacks, and other criteria are outlined in section 5.1.3.3.b of this EIR. In addition, sections 5.1.3.1 and 5.1.3.3 include further discussion of proposed zoning and land use changes allowed under the UCSP for the Corridors District.)

These physical changes and resulting visual character are represented in the photosimulations depicted in Figure 5.2-5. Figure 5.2-5 shows the intersection of Broadway and D Street looking south, within the north extent of the Corridors District C-3 subdistrict. This view depicts existing single-story buildings with automotive, retail, and commercial uses along Broadway. The photosimulations in the middle and lower images illustrate the future conditions with street oriented infill development with increased pedestrian activity and alternate forms of transportation. The photosimulations portray many improvements over the existing conditions including the redevelopment of existing stores, public street improvements, street trees, benches, new sidewalks, and enhanced pedestrian crossings. Also depicted in the lower image, in the background to the right, are the allowable high-rise structures associated with the Transit Focus Area of the Urban Core District located at the E Street trolley station.



Existing conditions



Public street improvements: street trees, benches, new sidewalks, resurfaced streets, new pedestrian crossings, decorative street lights, power lines underground, class II bike lanes, planted street medians. Infill buildings oriented to street.



Additional infill development along Broadway, increased pedestrian activity, new private development at transit focus areas.

FIGURE 5.2-5
Intersection of Broadway and D Street
Looking South

The proposed integration of retail and office uses permitted for the Corridors District in accordance with the UCSP's development regulations and design guidelines, has the potential to create an aesthetically appealing visual environment, albeit one that differs from the existing visual character. Due to increased building heights and mass, however, existing blue sky views and solar and wind access may be affected. The changes to blue sky views, sun and wind access would be reduced through provisions in the Corridors District guidelines that require projects to incorporate building heights that "enhance public views and provide adjacent sites with maximum sun and ventilation and protection for the prevailing winds" (UCSP, p. VII-87). Additional solar and wind access minimization measures in the NTCD regulations for Subdistrict C-1 that mandate additional setback, stepbacks, and screening measures for parcels adjacent to existing residential areas.

The type of future development depicted in the photosimulations of interim and future conditions in Figure 5.2-5, are representative of that which may occur. The specific types of subsequent development projects within the Corridors District are not known at this time. All subsequent development projects will be required to comply with the UCSP regulatory and design provisions prior to issuance of an Urban Core Development Permit or other discretionary permit in order to ensure that the prevailing aesthetic character of the Corridors District is not adversely and significantly affected.

d. Design Review Process

The development standards and design guidelines in the UCSP ensure that development within the UCSP area would not result in architecture, urban design, landscaping, or landforms that negatively detract from the prevailing aesthetic character or quality of the site or surrounding area. Although the specific types of subsequent development projects within are not known at this time, all subsequent development projects in the UCSP Subdistricts Area will be required to comply with the UCSP development regulations (UCSP, Chapter VI) and design guidelines (UCSP, Chapter VII). Compliance with these regulations and guidelines will avoid or reduce potential impacts to a level below significance. (The design review process of the UCSP is discussed further in this EIR in the Project Description.) Accordingly, the proposed project will not result in a significant impact to the prevailing aesthetic character of the UCSP site or surrounding area.

Subsequent development in the UCSP will be reviewed for consistency with the UCSP, in particular the Land Use and Development Regulations and Development Design Guidelines. The design review will be conducted through the design review process established in Chapter XI of the UCSP and summarized in the Project Description of the EIR, Chapter 3. In brief, one of two design review processes is to be followed depending on whether the project area lies within an existing redevelopment plan area. The majority of the UCSP Subdistricts Area lies within a redevelopment project plan area and discretionary review of subsequent projects would require review by the CVRC. For projects outside of a redevelopment plan (but within the Subdistricts Area) design review would follow existing City procedure.

The design review process subjects all private and public discretionary projects to review and evaluation prior to issuance of an Urban Core Development Permits or other building permit, to determine their compliance with the objectives and specific requirements of the UCSP.

5.2.3.3 Light and Glare

- **Criterion 3: Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.**

Light sensitive activities (e.g. sleeping) could potentially be adversely impacted by light or glare in excess of baseline conditions due to buildout of the UCSP and intensification of land use. The existing light and glare conditions of the UCSP are those typical of a commercial area with limited nighttime activity. The commercial corridors of Third Avenue, E Street, H Street and Broadway currently exhibit nothing atypical in terms of light and glare. Lighting is limited to ornamental lighting, lighted signage, and security lighting. Glare, resulting from reflective surfaces unshielded from the sun or electric light, are currently minimal.

Existing light-sensitive uses within the Subdistricts Area include residents of multi-family apartments in the Urban Core District west of Broadway and residents of the older single-family residences neighboring the Third Avenue business district. Additional single-family houses, duplexes and apartments surround the Subdistricts Area. These light-sensitive uses would potentially be subject to lighting impacts resulting from new sources of decorative lighting of buildings, parking lot lighting, or outdoor security lighting associated with development in accordance with the UCSP. Residents of future residential units that are to be located within the Subdistricts Area would also be potentially subjected to nuisance glare and lighting. New sources of glare would potentially arise from new infill development and redevelopment of existing structures with extensive glass or other unshielded reflective surfaces.

Various provisions in the UCSP development regulations and design guidelines (UCSP Chapters VI and VII) serve to control light and glare sources and ensure that light pollution and glare would be minimal. The special regulations for mixed-use projects (UCSP, Chapter VI, Section H, p. VI-44) require that all mixed-use projects “minimize the effects of any exterior noise, odors, glare, and other potentially significant effects,” including, presumably, shading, loss of light and wind. For each District, the UCSP contains a set of private development and public realm design guidelines (UCSP Chapters VII and VIII) that include lighting requirements to reduce glare, exposure or brightness, angle and depth of field, and duration. Many lighting sources are encouraged to be timed or motion-sensitized.

These provisions are contained in the Lighting subsection of District Design Guidelines for each District included in UCSP Chapter VII, Development Design Guidelines.

a. Village District

For the Village District the following guidelines relevant to lighting and glare are provided:

- Natural building exterior and roof materials such as brick, stone or stucco and neutral colors are preferred (p. VII-18).
- Use of clear glass (not reflective glass) is required on first floor storefronts (p. VII-19).
- Bright and intense lighting, and the use of bright and intense neon outlining of windows, are strongly discouraged for franchise/corporate architecture (p. VII-23).
- Awnings and canopies are recommended as protection against sun and rain (p. VII-25) but potentially serve the additional purpose of shielding glare from reflective glass windows.
- Aluminum awnings or canopies, or glossy, shiny plastic or similar awning materials are not permitted (p. VI-26).
- Side and rear entrance security lighting should be modest and should focus on the side or rear entry door (p. VII-27).
- Lighting sources should be shielded, diffused or indirect to avoid glare for pedestrians and motorists (p. VII-37).
- Regarding sign illumination: whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way (p. VII-44).

b. Urban Core District

The following guidelines relating to light and glare are provided in the UCSP for the Urban Core District:

- Building materials color and texture should be simple and subdued (p. VII-60).
- Awnings and overhangs should be used on facades in conjunction with street trees to provide shade for pedestrians (p. VII-58). Storefront awnings should be provided along south and west facing buildings to enhance the pedestrian experience (p. VII-63). Awnings and overhangs would also likely shield storefront windows from emitting glare.
- Use of clear glass (not reflective glass) is required on first floor storefronts (p. VII-64).
- Lighting sources should be shielded, diffused or indirect to avoid glare for pedestrians and motorists (p. VII-66).

- Regarding sign illumination: whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way (p. VII-74).

c. Corridors District

Relevant guidelines applicable to the Corridors District include the following:

- Clear windows (not reflective) should be provided at storefront locations (p. VII-88).
- Natural building materials, such as brick, stone and copper should be used where applicable (p. VII-90).
- Bright and intense lighting of corporate logos is prohibited (p. VII-91) and the use of bright and intense neon outlining of windows is strongly discouraged (p. VII-91).
- Lighting, particularly at all building entrances, should be adequate but not exceedingly bright (p. VII-92).
- The type and location of lighting should minimize direct glare onto adjoining properties. Lighting should be shielded to confine all direct rays within the property (p. VII-98).
- Lighting should not exceed more than 5 foot-candles of illumination within 50 feet of a property used as or zoned residential (p. VII-98).
- Parking lot lighting fixtures should not exceed 35 feet in height,. When within 50 feet of residentially zoned properties, fixtures should not exceed 20 feet (p. VII-99).
- Lighting should not be animated (p. VII-99).
- Lighting fixtures with exposed bulbs are prohibited (p. VII-99).
- Parking lot lighting should utilize pedestrian-scaled rather than high-mast light fixtures (p. VII-102).
- Parking and circulation lighting systems should be designed for two levels, one during normal operations hours, and another reduced intensity level during late non-operational hours (p. VII-102).
- Regarding sign illumination: whenever external lighting fixtures are used, care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way (p. VII-107).
- Regarding window signs: lighted signs, flashing signs or any other sign not applied directly to a windowpane are not permitted (p. VII-109).

d. Mixed-Use Project Guidelines

In addition to the relevant light and glare design guidelines applicable to each District, the Special Guidelines applying to Mixed Use Projects (UCSP Chapter VII, Section 3) include the provisions regarding light and glare. Mixed-use projects are those that combine both commercial/office and residential uses or structures in a single lot or as components or a single development. The following light and glare special provisions for mixed-use development largely serve to shield the residential components of a mixed-use project:

- Residential units should be shielded from illuminated commercial signs (p. VII-116).
- Parking lot lighting and security lighting for the commercial uses should be appropriately shielded so as not to spill over into the residential area (p. VII-117).

e. Public Realm Design Guidelines

The lighting guidelines of the Public Realm Guidelines (UCSP, Chapter VIII) include the following provisions to reduce glare and lighting:

- Encourage lighting that avoids casting glare onto adjacent streets in such a manner as to decrease the safety of vehicular movement (p. VIII-37).
- Encourage lighting that uses full or partial cut-off lighting fixtures to minimize light pollution and addresses “dark skies” goals (p. VIII-37).
- A dual level-lighting system is required for street lighting in the UCSP area. One level function during normal operating hours and another will project reduced intensity light levels throughout late (1:00 a.m. to daylight) non-operating hours (p. VIII-38).
- For all public parking lot lighting, the style of lighting shall not exceed 25 feet in height, and shall minimize glare into the night sky and adjacent areas (p. VIII-38).

Although the specific types of subsequent development projects are not known at this time, all subsequent development projects in the UCSP Subdistricts Area will be required to comply with these UCSP development regulations and design guidelines. Compliance with these regulations and guidelines will avoid or reduce potential light and glare impacts to a level below significance. Accordingly, the proposed project will not result in a significant light and glare impact.

5.2.4 Summary of Significance Prior to Mitigation

Since there are no scenic vistas or designated Scenic Roadways within the UCSP area and the UCSP establishes design standards to enhance the view corridors at the primary and secondary gateways while preserving and complementing the existing Third Avenue

archway within the UCSP area, no significant impacts to scenic vistas or scenic resources would result from implementation of the UCSP.

The GPU contains policies that require the preparation of urban development guidelines and design standards within the Urban Core. The UCSP contains these regulations and design standards which outlines allowable and recommended parameters for future development of the area. The UCSP Land Use and Development Regulations (UCSP, Chapter VI) establish FARs, lot coverage, stepback requirements, parking requirements, open space requirements, and permitted land uses within the UCSP area. The Development Design Guidelines for the UCSP (Chapter VII) contain standards such as building heights and massing, public view corridors, and circulation linkages that establish mixed-use development and achieve a high quality pedestrian-scaled environment consistent with policies in the GPU.

The development regulations and design guidelines of the UCSP would allow development to occur within the UCSP Subdistricts Area that would change the existing visual character from mostly low-rise (up to 48 feet in height) single-use commercial blocks, surrounded by multi-family residential blocks, to a mix of low-rise (up to 45 feet) and mid-rise (up to 84 feet in height) mixed-use commercial/office and residential blocks, with high-rise structures (up to 210 feet in height) allowed in the areas surrounding the existing E Street and H Street trolley stations. The three-fold increase in population projected for the urban core would be accommodated in the Subdistricts Area through substantial intensification of existing land use, through greater building heights and mass. Existing visual character, blue sky views, solar access, ventilation, and glare/lighting would be affected by this intensification in land use.

All subsequent development projects in the UCSP Subdistricts Area will be required to comply with the UCSP development regulations (UCSP, Chapter VI) and design guidelines (UCSP, Chapter VII) and other relevant provisions of the UCSP, as a part of the design review process, in order to avoid or reduce potential impacts to a level below significance. Accordingly, the proposed UCSP would not result in a significant impact to the prevailing aesthetic character of the site or surrounding area or result in adverse substantial light or glare.

5.2.5 Mitigation Measures

5.2.5.1 Visual Character

To ensure avoidance or reduction of potential visual character impacts in accordance with Criterion 2, all subsequent development projects in the UCSP Subdistricts Area will be required to comply with relevant UCSP provisions, as follows:

Mitigation Measure

5.2.5-1 All subsequent development projects in the UCSP Subdistricts Area shall comply with UCSP development regulations and design guidelines which are necessary to reduce or avoid potential impacts to landform alteration and visual quality (including blue sky views, solar access, and ventilation), and which may include but not be limited to the special development regulations for mixed-use projects (p. VI-44), the NTCD and TFA regulations (p. VI-40), and the siting and architectural design guidelines for each district (Chapter VII). Prior to approval of a subsequent development project, the Community Development Director or Planning and Building Director of the City shall identify the specific provisions of the UCSP which shall be included in the conditions of approval in order to avoid or to reduce potential impacts to below significance.

5.2.5.2 Light and Glare

To ensure avoidance or reduction of potential light and glare impacts per Criterion 3, all subsequent development projects in the UCSP Subdistricts Area will be required to comply with relevant UCSP provisions, as follows:

Mitigation Measure

5.2.5-2 All subsequent development projects in the UCSP Subdistricts Area shall comply with UCSP development regulations and design guidelines which are necessary to reduce or avoid potential adverse impacts to light or glare and which may include but not be limited to the provisions included in section 5.2.3.3 a through e of this EIR. Prior to approval of a subsequent development project, the Community Development Director or Planning and Building Director of the City shall identify the specific provisions of the UCSP which shall be included in the conditions of approval in order to avoid or to reduce potential light and glare impacts to below significance.

5.2.6 Summary of Significance After Mitigation

Implementation of Mitigation Measures 5.2.5-1 and 5.2.5-2 would reduce potential significant landform alteration and aesthetics impacts to below a level of significance.